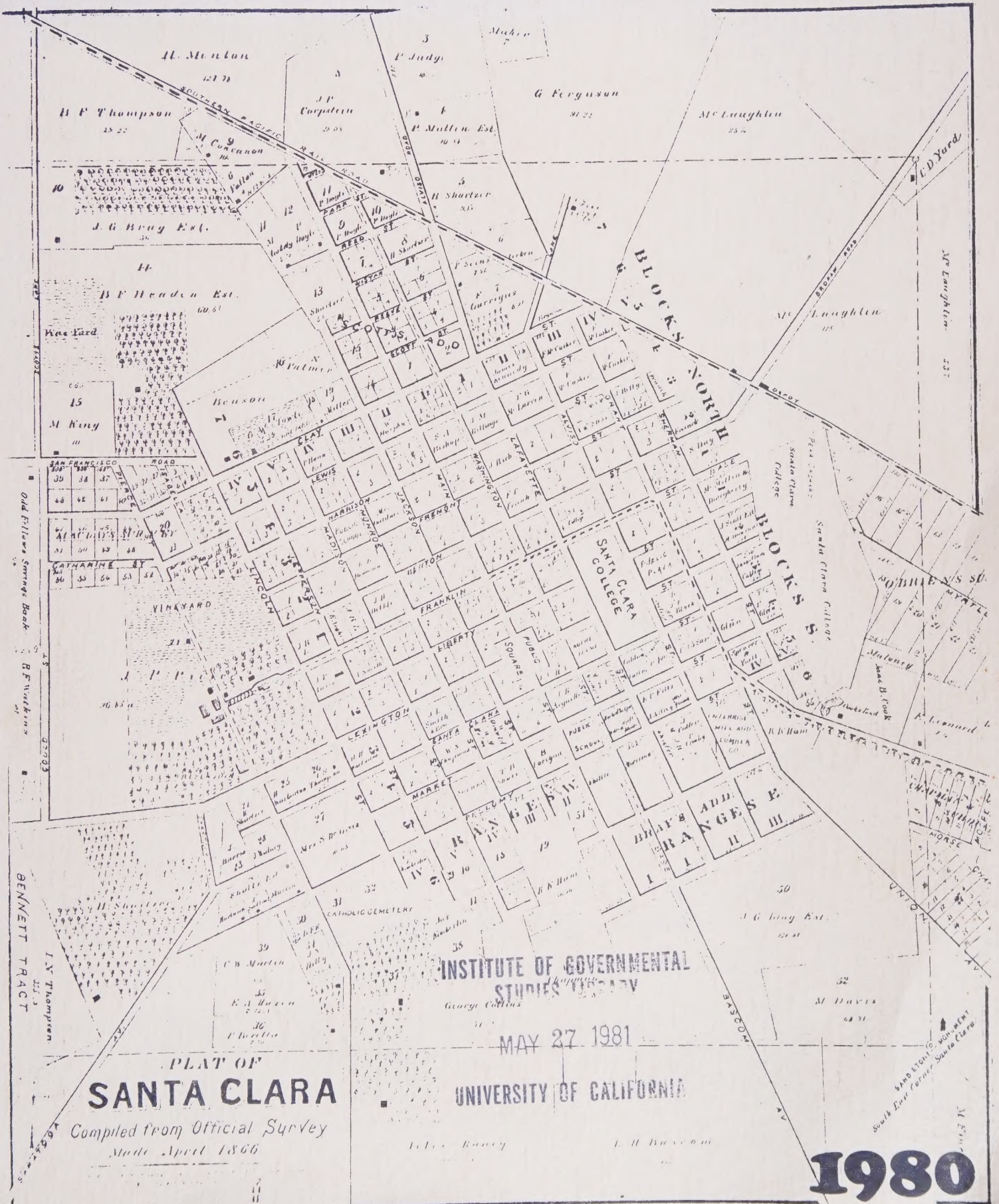
GENERAL PLAN
CITY OF SANTA CLARA



GENERAL PLAN

CITY OF

SANTA CLARA

adopted by the

PLANNING COMMISSION
RESOLUTION NO. 80-1
FEBRUARY 13, 1980

CITY COUNCIL
RESOLUTION NO. 4235
MARCH 11, 1980

RESOLUTION NO. 4235

A RESOLUTION ADOPTING AMENDMENT NO. 14 TO GENERAL PLAN FOR THE CITY OF SANTA CLARA, CALIFORNIA

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SANTA CLARA, as follows:

WHEREAS, the Planning Commission of the City of Santa Clara, after careful study and duly noticed public hearing, has adopted Planning Commission Resolution No. 80-1 approving Amendment No. 14 of the General Plan of the City of Santa Clara with a recommendation that said amendment be officially approved and adopted by this Council; and

WHEREAS, this Council has carefully considered the said amendment, as certified to it by the aforesaid Planning Commission; and at a public hearing duly noticed, found that said amendment constitutes suitable, logical and timely amendments to the General Plan of the City of Santa Clara, California to provide for the current needs and for the future development of the City of Santa Clara;

NOW, THEREFORE, BE IT RESOLVED that the amendment to the General Plan of the City of Santa Clara consisting of a text entitled "GENERAL PLAN, CITY OF SANTA CLARA," dated November 16, 1979 and designated on the map on file in the Planning Department entitled, "CITY OF SANTA CLARA, CALIFORNIA, GENERAL PLAN LAND USE ELEMENT, AMENDMENT NO. 14," dated January 10, 1980 is hereby approved and adopted by the City Council of the City of Santa Clara as the Amendment No. 14 to the General Plan of the City of Santa Clara, in accordance with California State law and the City of Santa Clara Charter governing the same.

RESOLVED FURTHER that the Mayor and City Clerk of the City of Santa Clara be and they are hereby directed to cause their respective signatures to be be endorsed on the aforesaid map entitled, "CITY OF SANTA CLARA,

CALIFORNIA, GENERAL PLAN LAND USE ELEMENT, AMENDMENT NO. 14' to show that the amendments shown and designated therein have been adopted by this legislative body.

RESOLVED, FURTHER, that in order that the General Plan shall at all times be current with the needs of the City of Santa Clara, and shall represent the best thinking of the Council, Planning Commission, and boards, commissions and departments of the City, in the light of changing conditions the Planning Commission shall annually review the General Plan and recommend to the Council extensions, changes, or additions to the Plan which the Commission considers necessary. Should the Commission find that no changes are necessary, this finding shall be reported to the Council.

RESOLVED, FURTHER, that the General Plan shall be the guide for the Capital Improvement Program insofar as said Capital Improvement Program affects the physical development of the City. The Planning Commission shall submit an annual report to the Council regarding the Capital Improvement Program which shall review each project for its conformity to the General Plan; review the program as a whole in order to suggest any improvement in economy or efficiency which might be effected through the combining of various projects; and suggest any needed improvements which do not appear in the program.

RESOLVED, FURTHER, that matters substantially affecting the physical development of the City shall be submitted to the Planning Commission for a report to the City Council as to conformity to the General Plan. Such report shall be made to the Council within thirty (30) days after presentation of the matter to the Planning Commission, provided that said time may be extended by the Council. If said report is not submitted to the Council,

within said thirty (30) days period, or any extension thereof, the matter shall be deemed approved by said Planning Commission.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF SANTA CLARA this 11th day of March 1980, by the following vote:

AYES: COUNCILMEN: Mahan, Martinez, Street and Tobkin

NOES: COUNCILMEN: Souza

ABSENT: COUNCILMEN: None

ABSTAINED: COUNCILMEN: Texera and Mayor Gissler

ATTEST: _____

A. S. Belick
City Clerk
City of Santa Clara

PLANNING COMMISSION RESOLUTION NO. 80-1

A RESOLUTION APPROVING GENERAL PLAN AMENDMENT NO. 14

BE IT RESOLVED BY THE PLANNING COMMISSION OF THE CITY OF SANTA CLARA, that:

WHEREAS, the school districts within the City of Santa Clara have experienced a significant decline in enrollment over the past five years, requiring the closure of a number of schools; and

WHEREAS, these school districts have requested that the City designate such surplus property for conversion to alternative land uses; and

WHEREAS, the rapid increase in the number of jobs located in the vicinity of the City of Santa Clara, combined with the scarcity of vacant residential land, has created a housing shortage which has driven housing costs up and vacancy rates down; and

WHEREAS, the City of Santa Clara has adopted a policy of support for rezoning of certain areas for residential use, and the increase of residential density, where consistent with sound planning policies; and

WHEREAS, the text and policies of the City's General Plan need to be amended to reflect the current conditions and objectives of the City.

NOW, THEREFORE, BE IT RESOLVED that General Plan Amendment No. 14 consisting of a text entitled General Plan City of Santa Clara and dated November 16, 1979, and a land use map labeled Amendment No. 14 and dated January 10, 1980 be approved by the Planning Commission and recommended to the City Council for hearing and adoption.

PASSED AND ADOPTED this 13th day of February 1980, by the following roll call vote:

Ayes: Commissioners: Ash, Deto, Mattson, Minister, Valdry, Vieira, Cunha

Noes: Commissioners: None

Absent: Commissioners: None

Edward F. Cunha

Edward F. Cunha
Chairman

CITY COUNCIL

William Gissler, Mayor

John Mahan

Roger Martinez

Everett Souza

Auralee Street

Daniel Texera

David Tobkin

PLANNING COMMISSION

Edward Cunha, Chairman

Jim Ash

Vern Deto

M. E. Moore-Minister

Stanley Mattson

Felton Valdry

Albert Vieira

CITY STAFF

D. R. Von Raesfeld, City Manager

Olney G. Smith, Director of Planning and Inspection

Frederick J. Carlson, City Planner

Geoffrey Goodfellow

C. R. Larsen

Diane Johnson

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I. INTRODUCTION

The purpose of the General Plan is to:

FORMALLY STATE the development policy of the City and

SET FORTH a frame work of principles and standards that will

GUIDE future decisions affecting the development of the City so as to

CREATE a desirable environment for living, working and playing and

ACCEPTABLY LOCATE those facilities which contribute to the social, economic and cultural goals of the community.

In 1960, the City first prepared and adopted a comprehensive General Plan for Santa Clara. Since then, the City has increased significantly in both size and complexity. Thirteen amendments to the Land Use Element have been adopted, reflecting important changes in City policy. The new text presented here serves to clarify emerging goals and priorities.

This General Plan considers the course of Santa Clara's development to 1990. In doing so, it confronts such issues as the development of all vacant residential land, the City's status as a major industrial employment center and the future of the Old Quad area. The process of formulating the Plan's policies and programs involved staff analysis of available data and past policy, coordination with other agencies and departments, and a series of public hearings before the Planning Commission and the City Council to ensure the direct participation of interested citizens.

This General Plan is a statement of adopted policy and a guide for decisions to be made by the City Council, City Commissions, other governmental agencies and private developers in Santa Clara. Pursuant to the adopting resolution, this Plan is reviewed annually to ensure that it accurately reflects current City policy.

II. SUMMARY OF THE PLAN

The main thrust of the General Plan is towards maintaining the quality of the City as a place to live and work by limiting the population density. Because of its central location and industrial employment, Santa Clara will be under strong pressure to increase the amount of housing and therefore the density of its residential development. The ultimate population will be held at approximately 90,000. Designated single family areas will be carefully protected from commercial intrusion and high density residential use.

The second major objective is accommodation of continued industrial growth in the City. The benefits of industry in terms of providing jobs and tax base are well documented and play an important role in Santa Clara's healthy economic situation. The General Plan establishes policies and standards that will ensure the proper location of industrial activity in the City and minimize adverse effects such as traffic and noise.

Another theme of the Plan is the provision of increased amenities for residents of Santa Clara. As new residential development diminishes, the primary demands on the City will be for higher quality facilities and services. Public expenditures will be directed towards conservation, recreation, cultural and visual improvements that make Santa Clara a better place to live.

A final issue is the recognition that there are problems and needs facing Santa Clara that cannot be solved by the City alone. Many activities of the present urban society extend beyond local political boundaries or are the result of decisions by which Santa Clara is substantially affected but normally cannot influence. Already the City is participating in several County and regional organizations and must continue to play an active role in them in order to influence their direction. Failure to do so will not mean more local power but rather loss of control over many decisions that affect local residents.

III. GOALS

Development

Continue emphasis on improving the social, economic and physical environment of Santa Clara as opposed to simply seeking more intensive land use throughout the City.

Population

Maintain moderate residential densities in the City by preserving established single family areas and controlling the expansion of higher density areas.

Economy

Continue to encourage the development of a sound economic base to support necessary public services within a reasonable tax rate. Encourage a stable employment demand corresponding to the City's labor characteristics. Work towards a combination of population and production which will permit a high standard of living and a wide sharing of life's amenities.

Land Use

Promote the best use of land through protection of desirable existing uses, orderly development and consideration of the City's future needs.

Housing

Encourage the provision of decent housing for all residents regardless of age, income, race, or ethnic background. Maintain the quality and livability of residential areas.

Form

Conserve and improve the environmental quality of the City. Encourage within economic capabilities, needed facilities that contribute to the City's beauty, convenience, amenity, and cultural enrichment.

Function

Establish the position and relationship of the City within the metropolitan area by taking account and advantage of the resources of the larger social and economic region. Cooperate with surrounding jurisdictions in seeking solutions to regional problems.

POLICIES

Land Use

1. Preserve single family areas where the General Plan indicates their continued use through encouragement of upkeep and investment to maintain residential values.

2. In portions of the Old Quad designated for apartments, new residential construction will be permitted at higher densities when meeting criteria ensuring compatibility with existing uses.

3. Create a multi-purpose activity corridor of high intensity land uses along an east-west axis with the Town Center Project as its center.

4. Concentrate new locally oriented commercial development in existing thoroughfare, community and committed neighborhood commercial areas to enhance their economic vitality and prevent the intrusion of commercial activity into residential areas.

5. Promote visual improvements in commercial uses along El Camino Real and Stevens Creek Boulevard to increase their attractiveness to shoppers and their sales activity.

6. Encourage retail commercial uses in the industrial area that serve the surrounding employment and reduce travel.

7. Maintain the urban reserve as a resource to accommodate future land use needs and opportunities.

8. Enhance the distinctive character and quality of Santa Clara throughout the City. Elements of this character include tree-shaded streets, landscaped medians, courtyards and fountains.

Circulation

9. Encourage voluntary staggering of work hours to spread out the morning and afternoon traffic peaks.

10. Support additions to the City road network involving improvements within existing rights-of-way or plan lines, including intersection modifications, to allow optimum traffic flow.

11. Concentrate through traffic on major streets.

12. Encourage highway construction where missing links in the regional transportation system impede traffic flow on freeways and expressways.

13. Encourage measures to increase the average number of persons per vehicle during peak hours. Favorable parking locations, preferential lanes, and other measures giving favorable treatment to car and van pools and to transit vehicles are among the measures to be supported.

14. Public transportation should be developed by the County Transit District in stages based on patronage and available funding. The bus system should be expanded with strong emphasis on commuter service.

15. Support a transit service which includes an extensive collection and distribution system within the industrial area.

16. The development of the internal County transit system should be a higher priority than regional transit connections.

Housing

17. Ensure the provision of decent housing for all residents regardless of age, income, race or ethnic background.

    a. Assist persons and families in meeting their housing needs in the housing market.

    b. Facilitate the provision of safe, sanitary, standard housing to accommodate a fair proportion of persons and families who are disadvantaged in the housing market.

    c. Permit housing construction consistent with the holding capacity established in the General Plan.

18. Ensure the provision of a variety of individual choices of housing tenure, type and location.

    a. Facilitate the operation of the housing market so that suppliers and consumers can function more effectively.

19. Establish, maintain and enhance the character, quality and liveability of residential areas.

    a. Eliminate housing deficiencies and prevent future blight through conservation, construction, rehabilition and removal.

b. Encourage a full range of housing and employment opportunities, open space and adequate transportation facilities throughout all communities in the urban area of the County.

Public Facilities

20. Continue an innovative energy program to develop new power sources and encourage conservation.

21. Continue efforts to conserve natural resources and lessen the dependency on sanitary landfill by maximizing reclamation and reuses of materials and energy.

22. Continue to support a water policy of conservation, use and recharge, including water importation measures, that will ensure an adequate water supply and maintain ground water levels.

Open Space, Recreation and Conservation

23. Conserve and restore the environmental quality of the urban landscape.

a. Require landscaping in all private developments, emphasizing the use of trees along street frontages and in parking areas.

b. Encourage the use of water features as an aesthetic element in residential and public areas.

c. Continue the emphasis on mission architecture in major public buildings in the Old Quad.

d. Support efforts to improve the air quality of the Santa Clara Valley.

24. Increase the effective use of recreational and aesthetic open space in and around the City.

a. Require landscaped open space in residential developments.

b. Encourage development of regional open space in the vicinity of Santa Clara.

c. Return residual and odd-shaped City-owned lots to productive use.

25. Continue to develop recreational opportunities for residents.

a. Provide a well balanced, municipal recreation program

that serves all segments of the population.

b. Encourage multiple use of land such as schools, parking lots, utility easements and flood control channels.

c. Seek construction of appropriate facilities for recreation and cultural events.

26. Make prudent use of open space and recreation revenue sources such as Federal and State grants, private dedications and user fees.

Seismic and Safety

27. Review the City's Building Code regularly and make amendments as necessary to ensure that it uses the best information available on earthquake design standards.

28. Require soil reports to develop specific design requirements on all major projects.

29. Continue to support a water policy of conservation and importation that will ensure an adequate potable water supply and maintain ground water levels.

30. Support flood control improvements that will reduce serious flood hazards in the City. Minor low frequency flooding, particularly in industrial areas, is an acceptable risk and should not be the justification for unnecessary flood control measures.

31. Continue emergency planning with an emphasis on providing contingency City services, including utilities, for those that may be affected by a major earthquake or other disaster.

Noise

32. Reduce traffic noise by:

a. Supporting programs such as carpooling to minimize the use of automobiles.

b. Concentration of through traffic on major arterials.

c. Construction of noise barriers along freeways and expressways where adjacent to residences.

33. Review fixed guideway transit proposals with concern for potential noise impacts.

34. Support policies for the San Jose Airport that will reduce its noise impact on Santa Clara residents.

35. Within the San Jose Airport noise impact area, maintain residential neighborhoods as designated in the Land Use Element. Permit appropriate residential development in these neighborhoods subject to noise insulation and granting of avigation easements to the San Jose Airport.

36. Take advantage of improvements that reduce noise and are economically feasible when purchasing new City equipment.

37. Use the Existing Noise Contour Map to enforce the State noise insulation requirements for new multi-family housing.

38. Provide design criteria that will reduce the noise impact of industrial uses adjacent to residential areas.

Old Quad Development

39. Enhance the distinctive character of the Old Quad, emphasizing historic preservation, pedestrian orientation, architectural quality, and a lively commercial center.

40. Retain designated single family areas through preservation and rehabilitation of existing homes. Insure that new construction in these areas is compatible with adjacent single family use.

41. Permit medium density housing in transition areas subject to architectural review for compatibility with adjacent structures.

42. Develop a commercial core of mixed uses oriented around a pedestrian mall. Ground floor space should emphasize retail, specialty, office and service uses with office uses on upper stories.

43. Accommodate through traffic on designated major streets.

44. Improve the liveability of minor residential streets by planting trees and emphasizing their pedestrian function.

Historical Preservation

45. Identify and seek formal recognition of historically or architecturally significant properties.

46. Adopt an expanded design criteria for the Old Quad which is sensitive to existing Victorian and Craftsman style architecture.

47. Encourage homeowners to restore, rehabilitate and maintain historic properties.

48. Encourage businesses to find new uses for historic structures as an alternative to demolition.

ENVIRONMENTAL CONSIDERATIONS

Identification of the broad environmental impacts of these goals and policies is incorporated into the General Plan. An appendix is included which provides the cross references between the requirements of the California Environmental Quality Act and the elements of the General Plan.

To summarize the environmental effects, the following matrix uses the physical and social factors described on the following pages.

ENVIRONMENTAL AND SOCIAL FACTORS

DRAINAGE - Runoff, flood control, flood control channels, storm drains and other systems required to handle runoff.
POSITIVE: Increased absorbtion, improved systems (flood control channels, drains, etc.)
NEGATIVE: decreased absorption, inadequate systems, overloaded systems.

VEGETATION - landscaping, natural vegetation existing in open spaces
POSITIVE: Increased landscaping, retention of existing vegetation
NEGATIVE: decreased landscaping, loss of existing vegetation

WILDLIFE - habitats, migration patterns, and all other life patterns of indigenous wildlife
POSITIVE: protection, preservation, or restoration of the above
NEGATIVE: disruption or dislocation of the above.

AIR QUALITY - atmospheric pollution from all sources
POSITIVE: improving quality, decreasing pollutant sources presenting alternatives
NEGATIVE: degrading quality, increasing pollutant sources limiting alternatives

NOISE - level of noise (unwanted sound)
POSITIVE: decrease in noise level, reduction of people exposed
NEGATIVE: increase in noise level, increase of people exposed

OPEN SPACE - Quantity and quality of public and private open space
POSITIVE: retention of open space, improvements for use, increased access
NEGATIVE: loss of open space through development

EXISTING LAND USES what the land is currently being used for
POSITIVE: compatible uses
NEGATIVE: incompatible uses

PUBLIC UTILITIES - utilities - gas, water, electricity, etc.
POSITIVE: present level of demand or decrease in growth rate
NEGATIVE: increase in growth rate, demand for additional facilities

PUBLIC SERVICES - police, fire, social services, etc.
POSITIVE: increased services availability to the community decreased demand load
NEGATIVE: increased demand load

ENERGY - All forms of energy use
POSITIVE: decreased demands or maintenance of present demand levels
NEGATIVE: increased demands

TRANSPORTATION - all passenger and freight transportation systems
POSITIVE: improved effiency, alternative systems, traffic flow improvements, etc.
NEGATIVE: overloading systems, lack of alternatives, etc.

PUBLIC FINANCES - design, implementation, operation, administration and amortization costs for municipal, county, state and federal programs
POSITIVE: financially self supporting or profitable
NEGATIVE: subsidized or funded programs

EMPLOYMENT - level of employment (number of jobs)
POSITIVE: increase in employment
NEGATIVE: decrease in employment (actual or potential)

HOUSING QUALITY - aesthetic and social attributes of housing
POSITIVE: desirable, appealing, well designed, etc.
NEGATIVE: undesirable, poorly designed, etc.

HOUSING SUPPLY - number and diversity of dwelling units
POSITIVE: increased number of dwelling units
NEGATIVE: decreased number of dwelling units

HISTORICAL
ARCHAEOLOGICAL historical and archaeological sites and structures
POSITIVE: preservation, restoration, retention, etc.
NEGATIVE: destruction and loss of

POLITICAL
FEASIBILITY - acceptability potential
POSITIVE: probably well received program
NEGATIVE: probably not a well received program

ENVIRONMENTAL IMPACT MATRIX

This matrix is intended to be a convenient and easy reference for describing the relationships between the policies of the General Plan and the important environmental and social conditions existing within our community.

The policies are arrayed in columns across the top of the chart and a full description of each can be found in the preceding section and in appropriate elements.

The environmental and social factors are listed by rows on the left hand margin of the chart. A full description of these follows.

The scale varies from +2 to -2 with an open block signifying little or no effect.

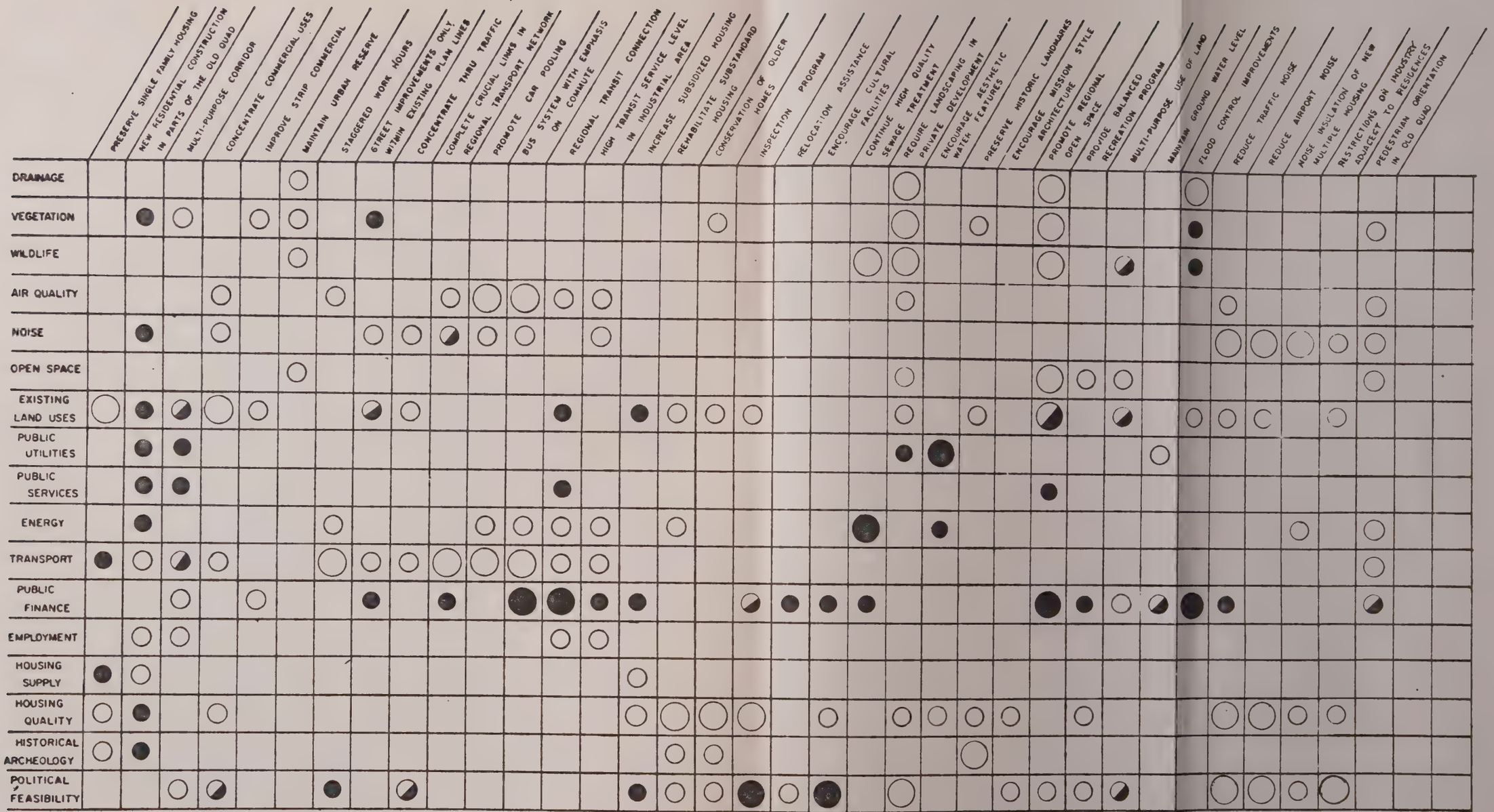
 = very positive effects of policy on environmental factors

 = positive effects of policy on environmental factors

 = positive and negative effects of policy

 = negative effects of policy on environmental factors

 = very negative effects of policy on environmental factors



Environ.
(Rev. 11-79)

IV. Background of the City
A. History

IV-A HISTORY

Fertile soil, level land, abundant water, a temperate climate and a central location within the San Francisco Bay region have combined to form a pleasant and productive living environment in the City of Santa Clara throughout its long history.

The first written record of the area is from 1769 when the scouts of Juan Gaspar de Portola's Spanish expedition reported grassy plains spotted with oak trees and numerous Indian villages. On January 12, 1777, Padre de la Pena offered the first Mass of the Mission Santa Clara under a shelter of tree branches. The Mission prospered and was rebuilt in 1779, 1784, 1819, and finally in 1825 where it stands today, on the campus of the University of Santa Clara. The Spaniards found the valley floor ideal for vast herds of cattle and sheep which were raised primarily for hides and tallow. During the early nineteenth century, the agricultural emphasis shifted from cattle to grain production.

Following California's entry into the Union in 1850, Santa Clara began to lay the foundation for its transition from a rural town to a city. In 1851, the Jesuits founded the University of Santa Clara with $150, a faculty of two, and 16 students. Soon after, in 1852, Santa Clara was incorporated as a charter city under the provisions of the State constitution. The City officially plotted a street system in 1866 to accommodate anticipated growth. This layout still exists in the Old Quad district.

Around 1870, Santa Clara began to take on regional and even national significance. The two developments most responsible for this were (1) the prosperity and academic achievements of the University and (2) the transition to an orchard economy. By 1940, Santa Clara supported a population of 6,700 and was known as the prune capital of the world.

During World War II, industry began to locate in the City and develop for the first time an economy not subject to seasonal employment. It was the start of a tremendous in-migration of population and industry to Santa Clara. To deal with the accompanying problems of urban growth, a planning commission was established in 1949 and two years later the City changed to the city manager form of government. To ensure high quality construction and sound engineering, zoning, subdivision and building regulations were enacted. The Engineering and Utilities Departments were expanded and full time Planning and Building Departments were established.

The full effect of the massive urbanization generated by the growth of the Bay region and local employment opportunities was felt in the decade of the 1950's. Led by industry, all other sectors of the economy expanded rapidly, initiating a growth cycle that has yet to culminate. Between 1950 and 1960, the population increased by 403%, to 58,900. In 1960, a General Plan was adopted to guide the City's continuing growth.

Available prime industrial land, a well managed city, and a supply of educated and highly skilled labor led to rapid industrial growth and development of more sophisticated electronics research and manufacturing establishments in the latter part of the 60's. In 1970, new industrial construction reached $24 million, the highest of any city in the state for that year. Recent years have exceeded even that level.

The development of Marriott's Great America Park is having an important impact on Santa Clara, both on the revenues received by the City and as a stimulant to additional commercial services. The park attracts over two million visitors a year, many of whom are tourists requiring lodging and other services. The park is also creating a recreation orientation for the area which may attract similar facilities.

The vitality of the rest of Santa Clara has matched that of its economy. As part of Santa Clara's strong recreation program, the Swim Club has won numerous team and individual honors in both national and international competition. Culturally, the community supports several museums, theatre groups, and many special events.

Although the phenomenal growth of the last twenty years has tapered off, the effects of it will continue to influence the City's development. Fortunately, most of Santa Clara's heritage is a favorable one, giving the City an excellent social, economic and cultural basis for the future.

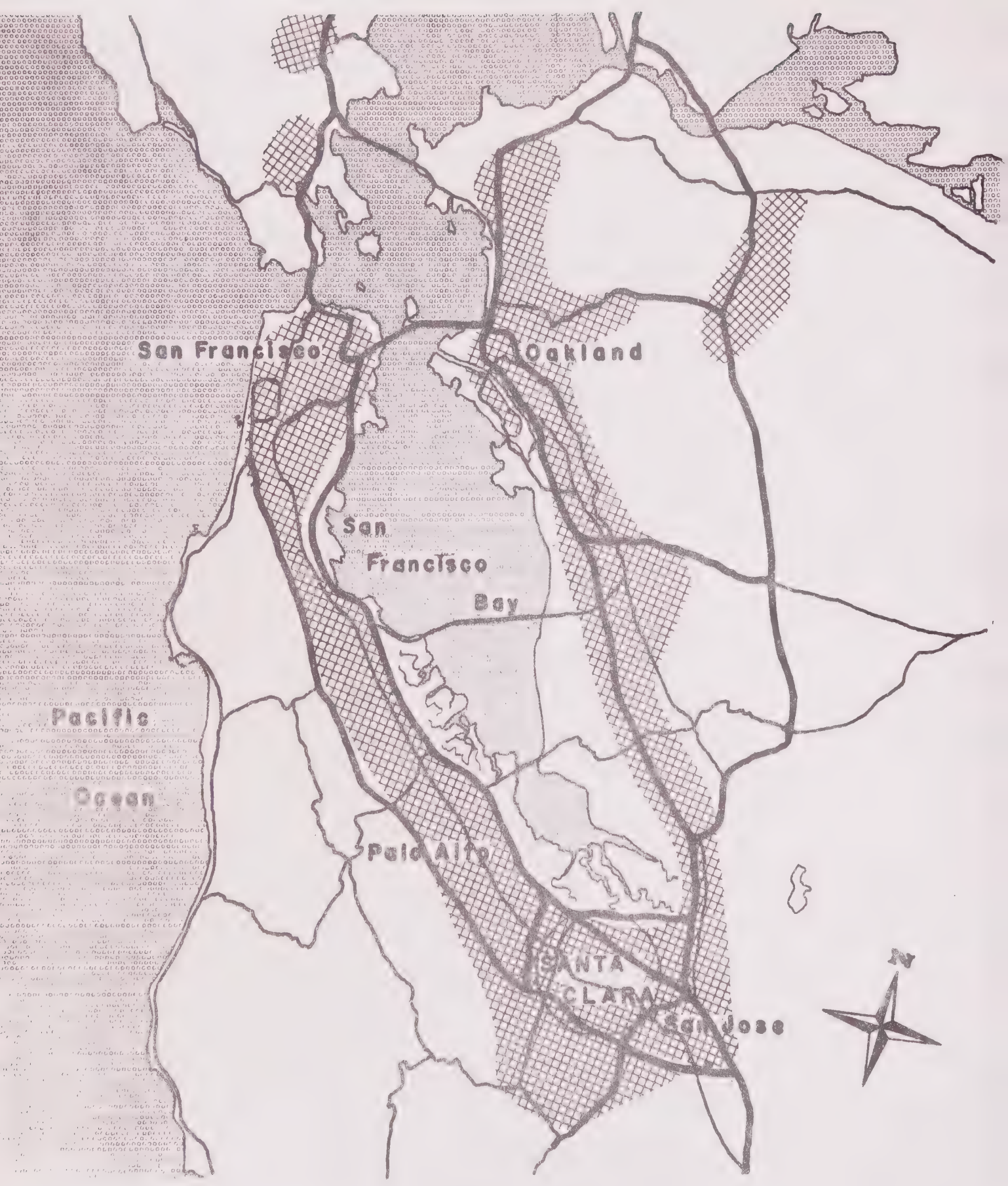
IV-B GEOGRAPHICAL SETTING

The Santa Clara Valley is located at the southern end of San Francisco Bay. It is bounded by the Santa Cruz Mountains on the west and the Diablo Mountain range on the east. The valley between is characterized by flat, agriculturally rich and buildable expanses ideal for urbanization, as witnessed by its history. Streams in the valley are abundant and, while providing adequate drainage, in the past have been a source of flooding. In the northern area, where Santa Clara is located, the problem has been amplified by the proximity of the Bay and the low elevation of the land. However, flood control devices are being developed to contain the 100-year flood level. The northern area is also characterized by underlying alluvial sediments and bay mud. Because these soils are less stable under certain seismic stresses, development in this area must utilize structural standards to provide the necessary safety margins.

The climate of the area is excellent and described as Mediterranean. The temperatures are mild, monthly averages range from 46^{o} to 71^{o}, with the maximum exceeding 90^{o} only 16 days per year and temperatures below freezing five times per year. Rain is concentrated in the winter months, leaving an average of 293 days a year with sunshine. This temperate climate allows a variety of outdoor cultural and economic activities as well as creating an ideal living environment. The main climatic problem is the frequent presence of a

temperature inversion over the valley that traps air pollution below.

The political boundaries of the City are San Jose on the north, east and south, while Sunnyvale and Cupertino border on the west. Santa Clara's ultimate boundaries encompass about 19 square miles or approximately 12,000 acres of land.



REGIONAL LOCATION

IV-C REGIONAL SETTING

The central location of the City of Santa Clara within the San Francisco Bay Area makes it a focal point for urbanization within the region. Santa Clara County, the metropolitan area which includes the City of Santa Clara, is one of the most vigorous in the State. It has the largest population of any county in northern California and is the fastest growing one in the Bay Area.

In 1975, the County population was 1,190,000, an 11% increase over the 1970 population of 1,072,400. The average household income in 1974 was $17,207, the highest in all California metropolitan areas. New industrial development and construction indicate a continuing economic growth of the area. In 1975, the County had 27% of all new construction in the Bay Area and 30% of all new dwelling units built.

Contrasting the growth of San Jose and the County with the population losses of San Francisco and Oakland shows the southerly shift in focus within the Bay Area. Many indicators now point to the San Jose Metropolitan Area's development as an equal economic force with the older regional centers. In 1975, 43% of all manufacturing employees in the Bay Area worked in Santa Clara County.

Because of the high mobility of the population and interdependence of the economy, the future of the City cannot be separated from that of the County and the larger Bay region.

Many problems that the City faces, such as air and water quality, flooding and traffic congestion transcend local boundaries and cannot be solved by the City's actions alone.

There is no doubt that Santa Clara will play an important role in, and benefit from, the continued development of the San Francisco Bay region. As part of this process, the City must be concerned with regional facilities and programs. The General Plan of the City of Santa Clara recognizes this and encourages City support of necessary regional efforts. Since the City cannot escape being influenced by the policies of surrounding jurisdictions, the City's interest is best served by taking an active role in regional organizations. The main areas of regional concern are a long term water supply, flood control, air and water pollution control, solid and liquid waste disposal, transportation, regional cultural facilities and conservation of open space.

IV-D POPULATION

Within the last twenty years, the population of the City of Santa Clara has increased approximately 700% from a population of 11,702 in 1950 to its 1975 estimated population of 82,978. Santa Clara now ranks as the third largest city in Santa Clara County after San Jose (551,224) and Sunnyvale (102,154).

A large share of the City's population growth occurred within the decade from 1950 to 1960 when the population increased by nearly 50,000, a growth of 400%, which accounts for almost three-fifths of the present population. Since 1960, population growth has tapered off; 40% between 1960 and 1966, 6% between 1966 and 1970, and -4% between 1970 and 1975.

As phenomenal as Santa Clara's growth has been, it was not an isolated or unique development. It has been part of the overall growth of the San Francisco Bay area and San Jose metropolitan area in particular. Between 1950 and 1975, the population of Santa Clara County expanded from 300,000 to 1,190,000. The City of Santa Clara's rapid growth has been paralleled by that of Palo Alto, Sunnyvale, and Mt. View.

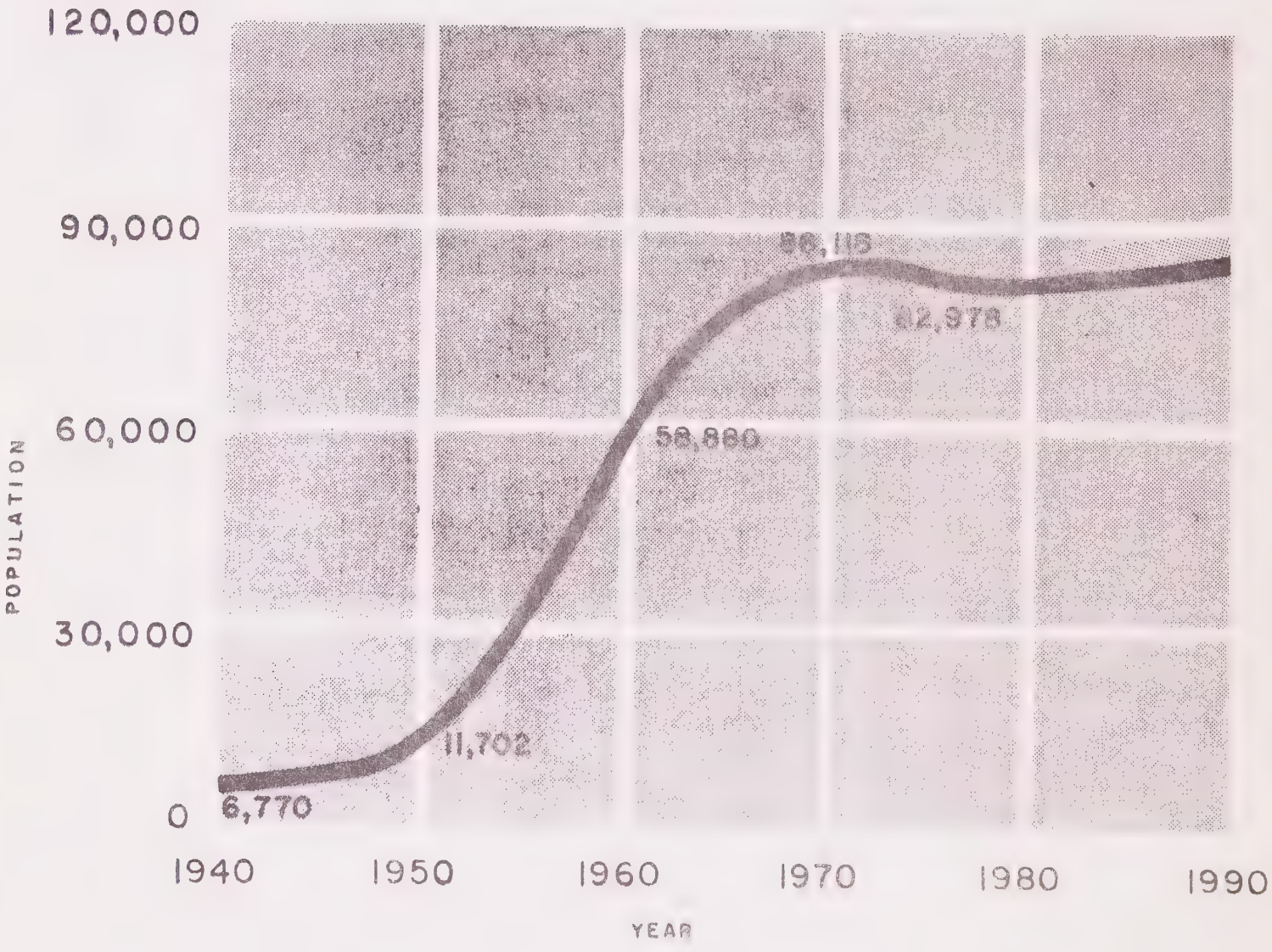
The resulting pattern is clear--the growth of the last twenty years has been an infilling process between the older urban centers of San Jose and Palo Alto. The space requirements of this growing population have caused the development of much of the open land between these cities, including

Santa Clara. The remaining undeveloped land has increased significantly in price and is often less suitable for residential use. These factors have caused the major thrust of population growth to shift to areas further from the employment centers and lower in price. New growth in Santa Clara will occur at a much slower rate than in the past and will be a different type--medium density infilling rather than single family tract development which was the predominant housing construction prior to 1966. The City's 1975 vacancy factor was 3.9% of available housing, largely in rental units. This represents normal turnover, and full occupancy.

Population projections for the year 1990 indicate that growth in the number of households will be largely offset by smaller household size. Because of diminishing available land, most of this new growth will be in the next decade. The ultimate holding capacity of this plan is estimated at 90,000--a point at which sound residential construction would have to be removed to make room for additional residents.

Although the lower birth rates and California's reduced attractiveness for migrants has slowed the growth of the San Jose metropolitan area, it is still expected to reach a population of 1,500,00 by 1990 or soon after. The City will certainly feel the consequences of this growth around it in increased traffic, continued loss of open space and environmental quality and growing demand for water.

CITY OF SANTA CLARA
POPULATION GROWTH



Source: City Santa Clara Planning Div.

Santa Clara's population growth cycle of rapid growth in the 1950's and early 1960', tapering off and actually declining slightly in the 1970's, is reflected in the characteristics of the residents. Young, growing families moved into the City resulting in a lower average age, larger family size, and an increased proportion of children.

More recently, all these trends have reversed as children have grown up and left home. Average age has increased, and the number of children has dropped rapidly. Household size has decreased from 3.01 persons in 1960 to 2.7 persons in 1975. This reduction is a result of national birth trends and an increase in smaller apartment units.

In 1974, the median income of households in the City was $13,456; high in comparison to national figures and just below average in Santa Clara County. Of the households reporting in the City, 7% had incomes of less than $4,000 and 19.5% had incomes over $18,000. In general, the preponderance of families in Santa Clara fall in the middle income range with fewer wealthy or poor families than the County averages.

The identified racial and ethnic minorities of the City in 1975 were Mexican/Spanish descent, 9.7%; Black, 1.2%; Asian, 3.3%; American Indian, 0.4%; and others, 3.9%.

Educationally, the City has made large gains since 1950 when

the population was basically agriculturally employed. Both the national trend of staying in school longer and the influx of skilled and technical workers attracted to the expanding economy have increased the population's education. In 1970, 17% of the residents over 25 had no high school education and 29% had some college experience. The median number of school years completed was 12.4 in 1970, slightly below the Countywide figure.

In the future, the main influence on the composition of the City will be the stabilization of the population, the reduced role of in-migration and the continuing influence of national trends. No drastic changes are expected, but in general, the household size may diminish furtner, average age and education will probably rise slightly, and income is expected to maintain its steady growth.

IV-E ECONOMY

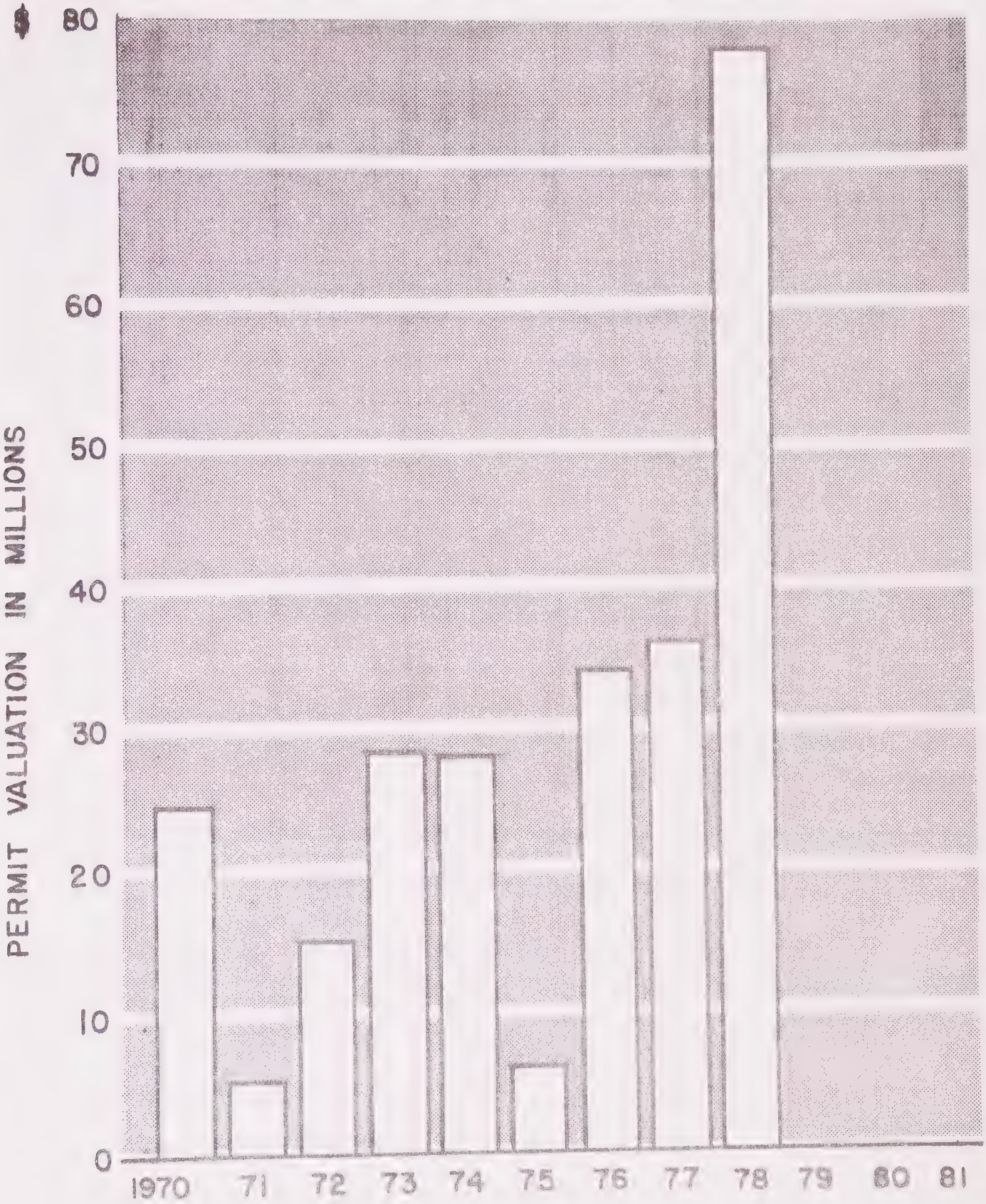
The present economy of Santa Clara is built upon a manufacturing and commercial base. The most remarkable characteristic of the economy has been its recent rapid development. In contrast to the City's population growth, its industrial and commercial development lagged during the 1950's and early 60's. Since 1965, however, both the industrial and commercial development within the City have surpassed average levels of growth.

1. INDUSTRY

The accompanying graph of annual industrial permit valuation illustrates the tremendous increase in plant construction and expansion. The average for 1968-70 was $15 million a year compared to under $2 million for each of the preceding three years. Following a recession slump, the 1976-78 average was $49 million per year.

The industrial sector of Santa Clara's economy is dominated by the electronics industry both in number of firms and employment. A survey of industrial firms in the City, taken in 1971, found over half of the City's industrial employment concentrated in the electronics field and indicated that major growth would continue in this industry. (The City's top five employers are all electronics firms and, together, employ over 25,000 people.) The remainder of Santa Clara's employment is more evenly distributed including: non-electrical machinery, food processing, fabricated metals, stone, glass and clay, and

CITY OF SANTA CLARA
INDUSTRIAL PERMIT VALUATION



SOURCE— BUILDING PERMITS

distribution firms. Less than 15% of the City's employment was reported as directly dependent on government contracts.

Valuation of industrial property constituted 28% of the City total in 1973. Since 1970, industrial construction has averaged one-third of the total annual construction. A private study of industrial development since 1970 found that Santa Clara had the largest amount of construction of any city in the County and that the occupancy rate (77%) was also the highest.

During the next five years, industrial growth will be the dynamic aspect of Santa Clara's economy. The electronics industry will be the driving force of this growth and will spawn development in associated industries as well.

2. RETAIL TRADE

Taxable retail sales had more growth than in any city in the metropolitan area, 240% between 1960 and 1970, or nearly double the County average.

Due to this rapid growth in the last decade, retail trade is now in a strong position. Using per capita taxable retail sales as an indicator, in 1977, the City had 45% more sales than the County. The City has substantially above average sales in home furnishings, automobiles and supplies, and general merchandise. It is lowest in apparel and service stations. Assessed valuation of commercial property in 1973

CITY OF SANTA CLARA

PER CAPITA RETAIL SALES

Retail Stores	1977 Per Capita Retail Sales City	County	City Compared to County 1977	1970
Apparel	$ 108	$ 167	65%	68%
General Merchandise	612	545	112%	123%
Drug Stores	150	76	197%	167%
Food Stores	283	264	107%	87%
Specialty Stores & Other Retail	979	374	262%	143%
Packaged Liquors	112	77	145%	113%
Eating and Drinking	596	371	161%	112%
Home Furnishing	486	201	241%	243%
Building Materials	233	239	97%	94%
Automotive Group	1027	713	144%	138%
Service Stations	265	310	85%	91%
TOTAL	$ 4851	$ 3337	145%	125%

Populations Used: City - 82,978) 1975 County Census
County - 1,169,006)

Source: "Trade Outlets and Taxable Sales," State Board of Equalization

constituted 11% of the City's total. The presence of several regional shopping centers near the City means that it is unlikely that retail trade will increase much beyond what can be supported by local population growth. An exception may be tourist services which will benefit from the attraction of Marriott's Great America Park.

3. EMPLOYMENT

Employment in Santa Clara is heavily weighted towards manufacturing. Between 1960 and 1965, manufacturing employment dropped from 45% to 35% of the total while service employment increased from 14% to 21%. Because of industrial development in the City since 1965, however, the 1975 manufacturing percentage had risen to over 50%. The new industrial growth also represents a change in type. The older firms were heavy industry or agriculturally oriented; Monsanto, Fiberglas, PM Mill, and Duffy-Mott; while the new ones are research and development types; National Semiconductor, Hewlett-Packard, American Microsystems. This transition has had effects on the type of employees and therefore the type of population in the City. The new plants hire more technical and clerical workers and fewer unskilled laborers. The influx of better educated and skilled workers has created a valuable labor supply which is now one of the City's (and region's) main attractions for industry.

In 1965, jobs and workers in the City were in close balance, 27,581 workers and 25,200 jobs (excluding agricultural contract and construction, which add at least another 1500 jobs). By

1975, continued employment growth had created an excess of local jobs over local workers. For instance, the top four manufacturing employers alone had more employees in 1971 than the entire manufacturing sector of the City in 1965.

In Santa Clara there is a lack of jobs for unskilled residents and a resident shortage of upper management and professionals. The decline of agricultural and laborer jobs and the lack of prestigious housing are partial explanations for the respective mismatches.

Santa Clara's economic base has continued to improve during the last few years despite the recent recessions. Although the heavy dominance of the electronics industry at both the City and County levels produces some instability, the diversity within the field and decreasing reliance on direct governmental contracts tends to flatten the employment fluctuations. The continuing growth in electronics manufacuring is a self-perpetuating process. The labor supply developed by the early Stanford firms and Lockheed has provided the impetus and attraction for new and expanding firms requiring these skills to locate in this area. The existing labor supply has joined central location and transportation access as Santa Clara's prime attractions for industry.

Employment densities of industry developed since 1970 have been unexpectedly high. Parking spaces are being constructed at ratios indicating approximately 40 employees per acre. If

future industrial growth continues at this level, employment in the industrial area could reach 75,000 by 1990. Total employment at that time would exceed 100,000; double the 1975 figure.

CITY OF SANTA CLARA EMPLOYMENT

	1960		1965		1971		1975	
	#	%	#	%	#	%	#	%
Manufacturing	9,200	45	8,700	35	17,400	45	26,600	53
Retail Trade	4,100	20	5,400	21	6,400	17	8,000	16
Wholesale Trade	700	3	1,200	5			2,200	4
Services	2,900	14	5,400	21	7,000	19	6,100	12
Finances	600	3	800	3	1,000	3	800	2
Transportation, Communications, Utilities & Construction *	1,000	5	1,000	4	3,000	8	3,400	7
Government	2,100	10	2,400	10	3,000	8	2,900	6
TOTALS	20,600	100	25,200	100	37,000	100	50,000	100

*1960 and 1965 do not include construction

Source: INFO #312 (1960 and 1965), County of Santa Clara Planning
City of Santa Clara Survey (1971)
County Employment Survey (1975), County of Santa Clara and City of San Jose

IV-F ANALYSIS

From the preceding sections, an overall analysis can be made of Santa Clara's present situation. The growth pattern is indication that the City has entered a new stage of development characterized by little population growth, a changing type of housing, industrial and service expansion, and the beginnings of new construction in the older areas.

Because of rising housing costs and decreasing available land, residential construction in the City will be in higher density townhouses and apartments. This trend, combined with the national tendency towards smaller families will continue the decline in average household size and the increase in young single residents. Since few new single family houses will be built, it is essential that the existing ones be maintained to preserve the moderate density environment, dwelling units for large families, a stable population, and concerned homeowner voting majority.

The industrial growth in Santa Clara is not unexpected. The City has some of the best industrial sites in the metropolitan area. The land itself is flat and dry; access to freeways, railroads and an airport is excellent; the location is central in the Bay area and there is a large supply of skilled labor. The land north of the Bayshore Freeway is the last large undeveloped area in the City. The combination of market forces and the advantages of jobs and tax base development have resulted in a long standing Council decision to encourage industrial development. This development has had positive impacts on the City's

employment, economy and tax base.

Based on the current construction trend, industrial land will be largely developed by 1985. The only other constraints to this continuing growth are the shortage of new housing and the growing traffic congestion. Getting employees to work in a reasonable time is one of the major issues facing Santa Clara and the County.

Employment in Santa Clara will exceed the City's housing supply in both the short and long term. Even after the constraints on industrial growth take effect, the City will be a center of the electronics industry. New production facilities will tend to locate outside this area, but the headquarters and research functions will remain with a large workforce.

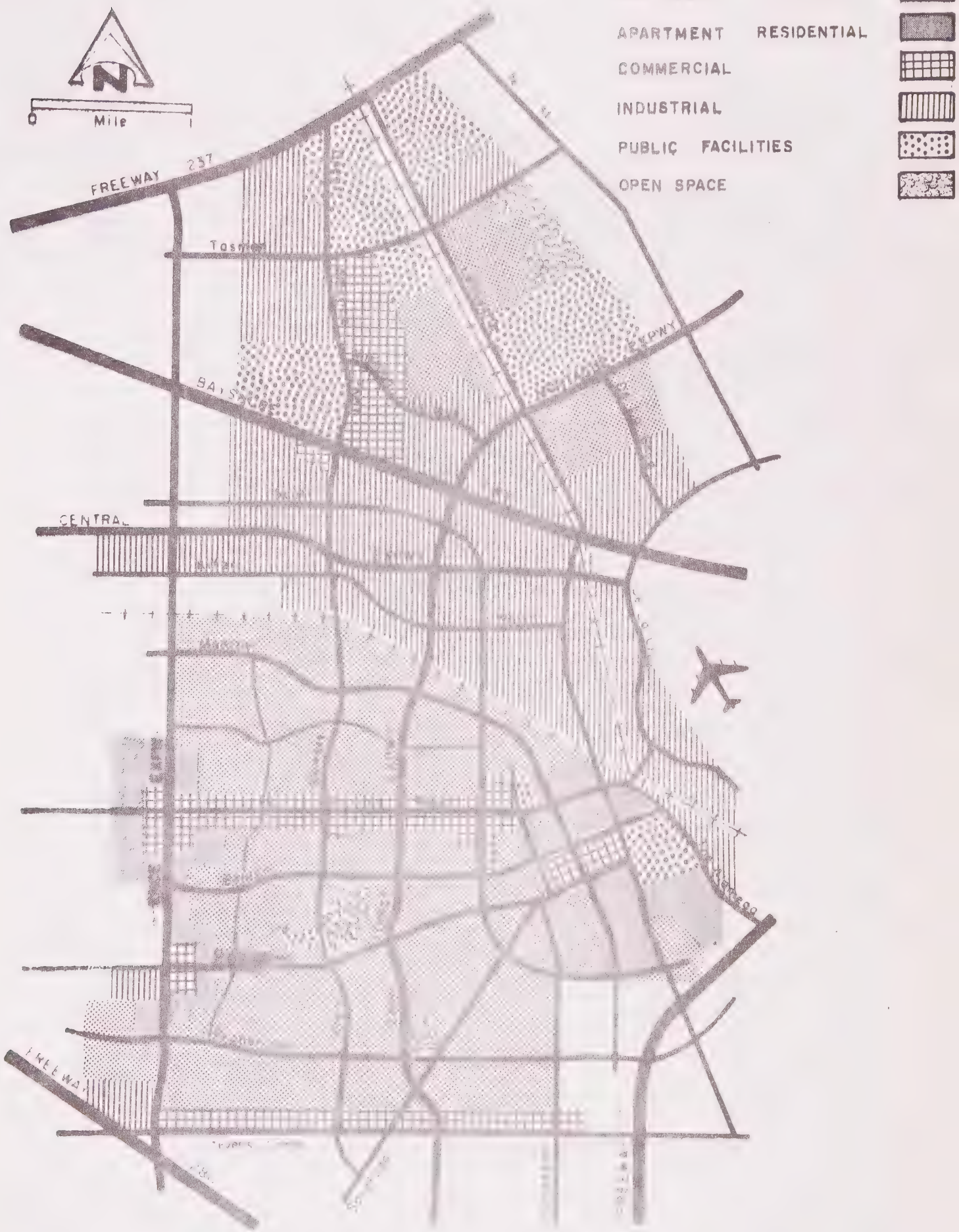
The Old Quad area presents both problems and opportunities. The problems include deteriorating single family houses, a lagging redevelopment project and commercial establishments that are not achieving their full potential. The opportunities are for new housing, the preservation of Victorian houses and historic landmarks, and the creation of a neighborhood with convenient service and a pedestrian orientation.

Increasing prosperity and a general recognition of the value and effect of the environment have created a mandate for amenity and aesthetic quality in the City. Through its zoning ordinance and architectural control, the City has emphasized

its commitment to more attractive development and strengthening the Mission identity.

The growth of Santa Clara County has resulted in the interlocking of local jurisdictions, both physically and operationally. There are a variety of problems that this City, working along, cannot overcome, such as disposal of liquid and solid wastes, housing, improved transportation, air pollution, future water supply, and airport noise. Organizations that enable Santa Clara and the surrounding cities to work cooperatively must be supported in a manner that will best serve the interests of the citizens of Santa Clara.

LAND USE


LOW DENSITY RESIDENTIAL
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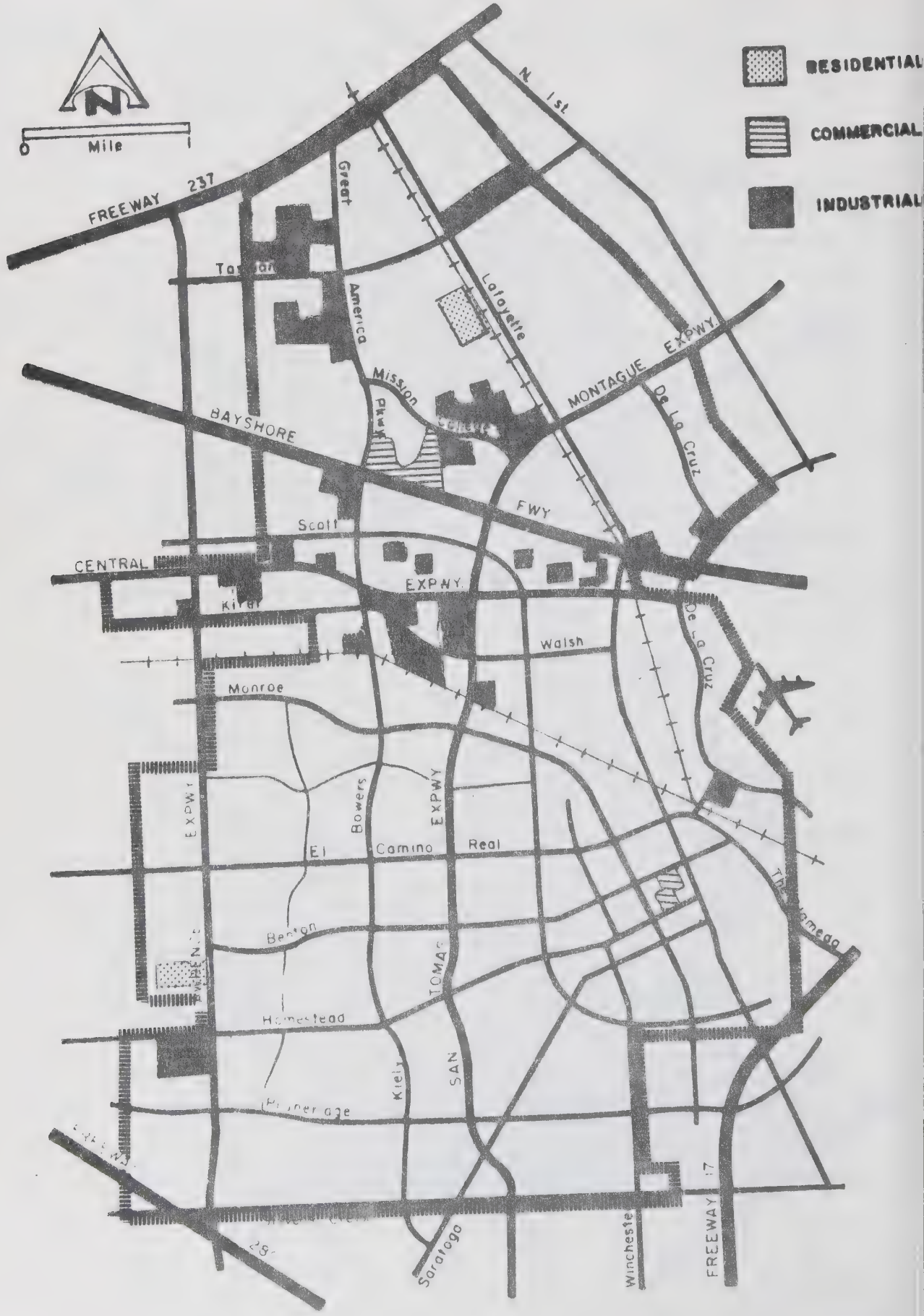
CENTRAL

UNDEVELOPED LAND - 1978



CITY OF SANTA CLARA
LAND USE ACREAGES

Land Use Category	General Plan Map	1983 Land Use Status	
Residential	5485		
Single Family	4210	Single Family	4190
		Undeveloped	20
Townhouse	185	Planned Development	185
Garden Apartments	970	Multiple	855
		Single Family	75
		Undeveloped	40
Medium Density	105	Multiple	10
		Single Family	15
		Undeveloped	80
High Density	15	Multiple	7
		Single Family	8
Commercial	1110		
Community	200	Shopping Center	200
Thoroughfare	300	Strip Commercial	300
Neighborhood	80	Convenience	80
Office	100	Office	85
		Commercial	15
Multipurpose	40	Mixed Commercial/ Residential	30
		Undeveloped	10
Tourist	390	Marriott Theme Park	260
		Commercial	50
		Undeveloped	80

CITY OF SANTA CLARA
LAND USE ACREAGES (continued)

Land Use Category	General Plan Map	1983 Land Use Status	
Industrial	3435		
Industrial Park	1395	Industrial Park	1200
		Undeveloped	195
Light	990	Light Industrial	955
		Mobile Home Park	15
		Undeveloped	20
Heavy	1050	Industrial	970
		Residential	5
		Undeveloped	75
Public	2270		
Institutional	800	Municipal	100
		Hospital	380
		Cemeteries	90
		S. J. Airport	100
		Creek Channels	130
Educational	700	Educational	685
		Industrial	15
Parks and Recreation	445	Parks & Recreation	445
Urban Reserve	325	Sanitary Landfill	270
		Agriculture	45
		Undeveloped	10
TOTAL	12,300 ACRES		12,300 ACRES

CITY OF SANTA CLARA
LAND USE ACREAGES

Land Use Category	General Plan Map	1978 Land Use Status	
Residential	5480		
Single Family	4210	Single Family	4190
		Undeveloped	20
Townhouse	185	Planned Development	135
		Undeveloped	50
Garden Apartments	970	Multiple	825
		Single Family	75
		Undeveloped	70
Medium Density	100	Multiple	5
		Single Family	15
		Undeveloped	80
High Density	15	Multiple	7
		Single Family	8
Commercial	1080		
Community	200	Shopping Center	200
Thoroughfare	300	Strip Commercial	300
Neighborhood	80	Convenience	80
Office	100	Office	85
		Commercial	15
Multipurpose	40	Mixed Commercial/ Residential	30
		Undeveloped	10
Tourist	360	Marriott Theme Park	260
		Commercial	20
		Undeveloped	80

CITY OF SANTA CLARA
LAND USE ACREAGES (continued)

Land Use Category	General Plan Map	1978 Land Use Status	
Industrial	3420		
Industrial Park	1380	Industrial Park	1030
		Undeveloped	350
Light	990	Light Industrial	785
		Mobile Home Park	15
		Undeveloped	190
Heavy	1050	Industrial	945
		Residential	5
		Undeveloped	100
Public	2320		
Institutional	800	Municipal	100
		Hospital	380
		Cemeteries	90
		S.J. Airport	100
		Creek Channels	130
Educational	720	Educational	705
		Industrial	15
Parks and Recreation	300	Parks & Recreation	300
Urban Reserve	500	Sanitary Landfill	400
		Agriculture	60
		Undeveloped	40
TOTAL	12,300 ACRES		12,300 ACRES

V-A LAND USE

Because the ultimate boundaries of Santa Clara have been determined and much of the City is developed, land uses within the City have become well established and future patterns can be anticipated. Over 80% of Santa Clara's jurisdiction and 98% of the residential land has already been developed. Based on recent trends, the vacant land is expected to be largely developed by 1985. Construction in the City, however, will not end at that point. Many industrial plants have included land for expansion in their current sites. A significant reinvestment in developed industrial parcels will continue well beyond the time frame of this General Plan.

The City has the authority and the techniques to ensure that future development be in the best interests of the citizens of Santa Clara. The Land Use Element and map represent current plans for growth through 1990 that can maximize realization of the General Plan goals.

Santa Clara's land use is divided broadly by the Southern Pacific Railroad. South of the railroad is residential and commercial, north is a mixture of industrial, public land, and residential. The residential area is almost all developed with single family houses and garden apartments. Two major commercial strips traverse the City and small neighborhood shops are distributed throughout the residential area.

The industrial area has developed with larger parcels and buildings. Most of the industrial buildings are one-story, tilt-up

concrete structures. This pattern is interrupted by several major office buildings, the Marriott Theme Park and the Marriott Hotel, a high rise structure.

1. RESIDENTIAL

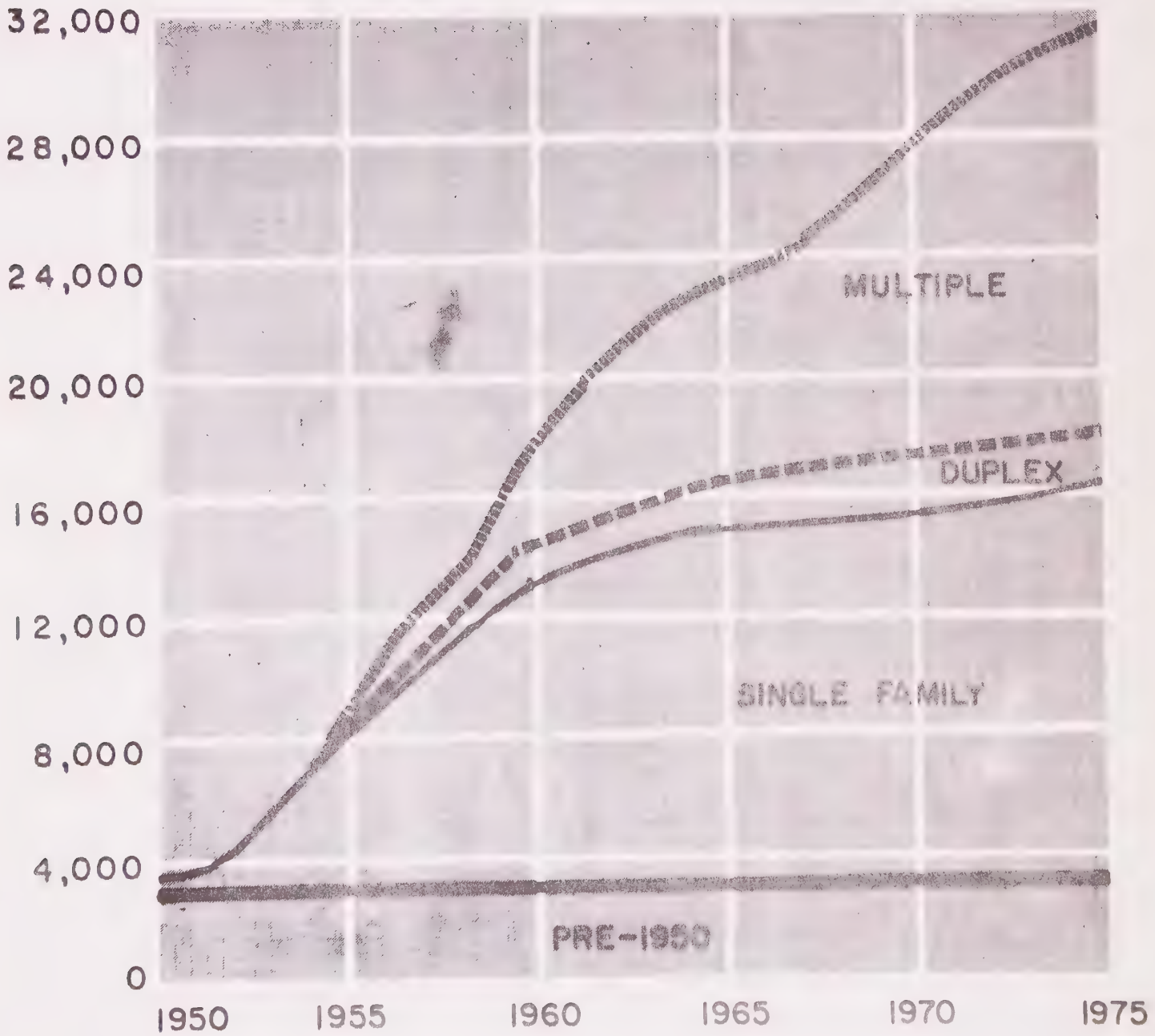
In 1978, Santa Clara had 33,500 dwelling units occupying one-third of the City's land area. Most of this housing is located south of the Southern Pacific Railroad. Single family units comprise 58% of the present housing and take up 80% of the residential land.

The composition of the new units constructed each year has changed considerably since the 1950's. Prior to 1959, single family houses consistently made up 60% or more of the new additions. Since 1966, the situation has reversed; multi-family units now comprise the majority of new housing built. In 1969 and 1970, they reached 90% of the new housing constructed.

Increases in housing will occur largely in higher density units, primarily to achieve lower unit costs and maximize use of available land. For this reason, it will become increasingly important to preserve the quality of the existing single family units and to maintain a satisfactory range of housing types.

The land use areas committed to Single Family Detached range in density from four to eight dwelling units per net acre. Building coverage has a maximum of 40% of the lot and averages 35%.

CITY OF SANTA CLARA
CUMULATIVE HOUSING STARTS



Townhouse designation permits densities of eight to 16 units per net acre, typically in single family attached or duplex developments. In these developments, advantages of ownership are made available to a wider range of buyers, many of whom cannot afford or are not interested in detached housing on larger lots.

Most multiple family units are built under Garden Apartment restrictions, which limit density to 25 units per net acre and building coverage to 35% of the lot. Buildings cannot exceed two stories in height and 35% of the lot must be landscaped.

Medium Density areas permit up to 36 dwelling units per net acre in four-story buildings. Coverage is limited to 45% with 35% landscaping required.

High Density apartments are planned within and adjacent to the multi-purpose core area. Structures can be high rise towers up to 15 stories. Building coverage can be 65% of the lot.

The major area of anticipated change in residential land use is the Old Quad. The Old Quad is the site of pre-1950 Santa Clara and has a high proportion of the oldest structures in the City. In 1974 a survey found 20% of the residences to be in less than standard condition.

The Old Quad has a significantly different character from newer tract neighborhoods. Most of the historical and architectural landmarks of Santa Clara are in the Old Quad. Preservation of this character provides an important link to the City's past and an alternative residential environment to the more recent suburbs.

Areas most suitable for preservation have been identified and should be protected.

Other parts of the Old Quad, however, are planned for conversion to higher densities. A major obstacle to replacement by new construction is the small size of existing parcels. As open land is built up in and around the City, it will become increasingly feasible for developers to assemble adjacent lots and build apartments. Consolidation of small parcels is encouraged in transition areas to allow a wider variety and higher quality of building design.

Naturally, a land use transition like this occurs over many years and must be closely monitored and directed by the City. Most important, the conversion must result in new development that harmonizes with adjacent development and makes a positive contribution to Santa Clara's liveability.

2. COMMERCIAL

The Land Use Map identifies five different types of retail commercial activity within the City. The various levels have distinct characteristics and consequences for the surrounding areas.

CONVENIENCE SHOPPING

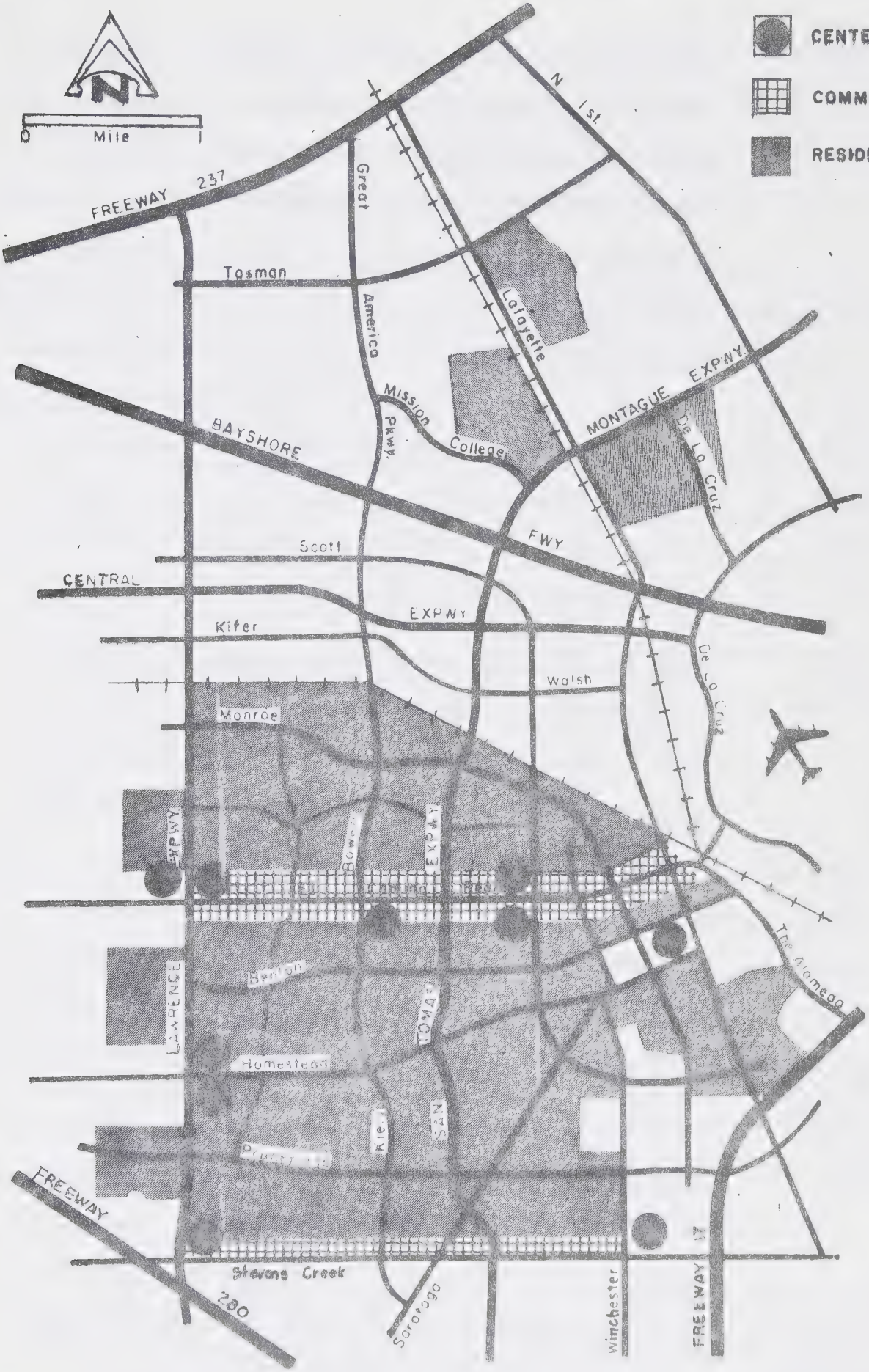
CENTER ●

RESIDENTIAL AREA

LAND-10

Jan 1979

COMMUNITY SHOPPING



Convenience Commercial is a limited commercial area with a pedestrian orientation and serves the immediately adjacent residential neighborhood. Businesses which depend on heavy automobile usage or create noise are excluded from convenience shopping areas because of the surrounding residential use. Convenience Commercial activity can also be found within larger shopping districts but still maintain their neighborhood function, providing groceries, launderettes, barbershops, and similar services. Convenience shipping is found within one-half mile of most residences in the City. Convenience Commercial areas are generally one-story in height with 30% building coverage and street frontage landscaping.

Community and Regional Commercial provides for organized shopping centers offering a wide range of goods and services. These centers have large central parking areas enabling customers to walk from store to store. Because one-stop shopping is the objective, auto-oriented uses like drive-ins and garages are generally excluded. Community Commercial areas are generally one-story in height with 30% building coverage, centrally located with ample parking areas. Canopy tree cover is now required in large parking areas.

Thoroughfare Commercial areas are designed for uses which are appropriate along major streets and dependent on individual automobile access. Common uses include auto sales, garages, motels, and businesses requiring outdoor displays. Development is largely one-story in height with 30% building coverage and landscaping at the street frontage.

The Multi-Purpose district is intended to provide for a concentration of commercial and office uses in the central business area. This district encourages a wide variety of specialized uses that draw from a large market area.

The Tourist Commercial classification provides for high quality hotel, recreation, and tourist-oriented activities serving a regional market. Freeway access, large lots of one acre or more, generous landscaping, and large buildings with ground coverage of 30% or less are intended. The two major features in the Tourist Commercial area are the 500-room Marriott Hotel and the Marriott Theme Park which attracts over two million visitors per year. Considerable care will be needed to insure that fast food outlets and other uses drawn to the area do not detract from the quality of development necessary for its success.

Commercial facilities now use approximately 1100 acres of land, primarily along El Camino Real and Stevens Creek Boulevard in the form of strip commercial interspersed with shopping centers. In 1968, there were 1,700,000 square feet of retail floor area in the City, one million of which was located along El Camino Real. The most recent study (1975) found that Santa Clara now has 1,520,000 square feet of retail floor area in shopping centers alone. The largest single center is Stevens Creek Plaza--370,000 square feet.

The retail needs of the City's residents are well met by existing development. Some of the older shopping areas need new

investments to keep up with current marketing concepts. The overall attractiveness of the major commercial streets can be enhanced by reducing visual clutter and maintaining high design standards.

Since Santa Clara's population has stabilized, future retail expansion will be tied to the growth of employment and travel through the City. New commercial development can be expected in both scattered locations in the industrial area and at major road intersections.

3. OFFICE

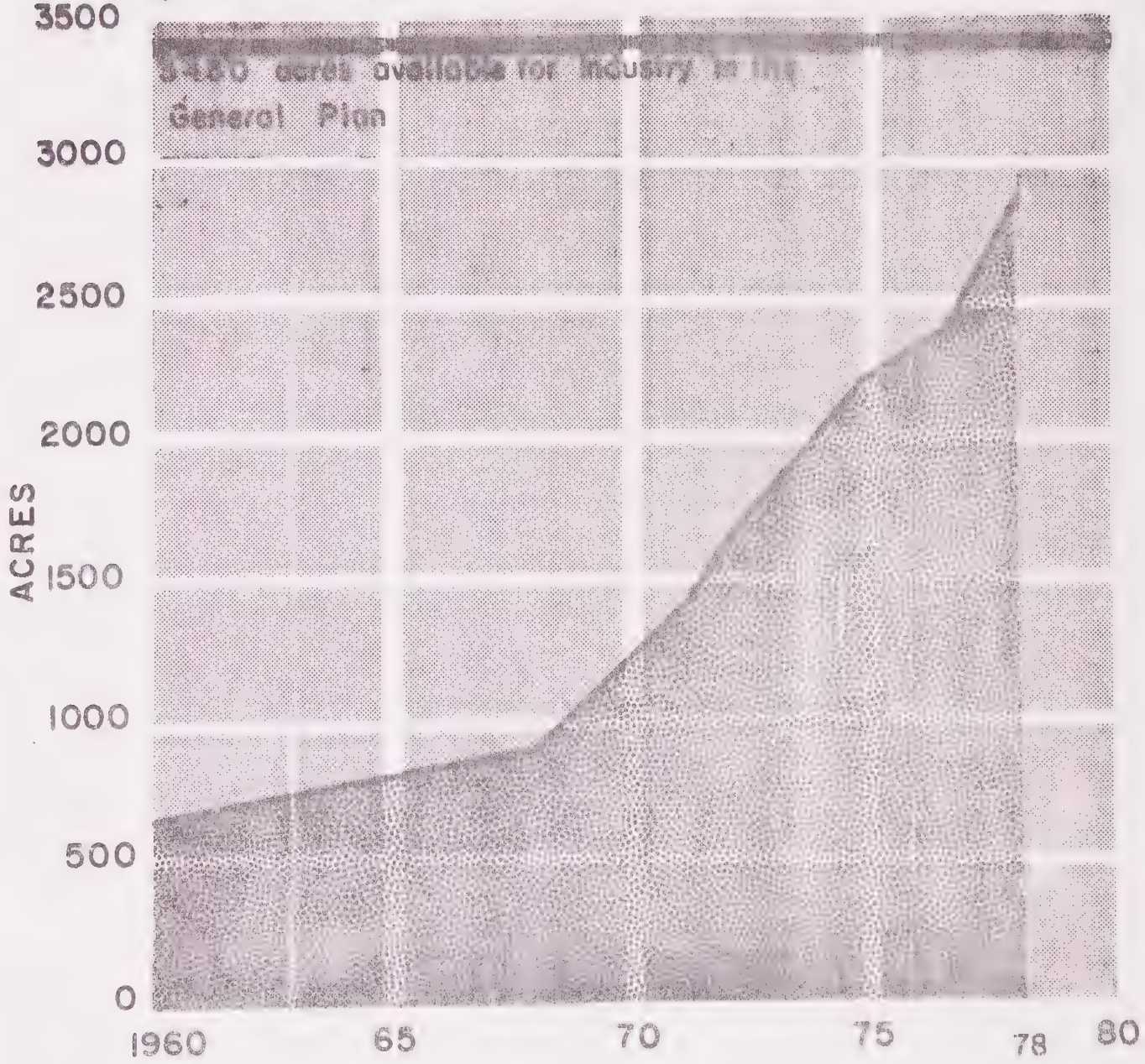
In 1975, there were approximately 500,000 square feet of offices with locations in the commercial strips, downtown redevelopment area, and developing industrial parks. Many of the new industrial buildings combine significant office space with manufacturing and storage areas. Building intensities will vary from high core area tower buildings to one-story neighborhood facilities.

4. INDUSTRIAL

The Land Use Map distinguishes among three types of industrial land use. They differ basically as to the nature of industrial processes and the resulting external effects such as appearance, outdoor activity, and noise.

Industrial park areas provide an environment for development and protection of modern, large scale administrative facilities, research institutions, and specialized manufacturing organizations. They create an attractive working environment with

CITY OF SANTA CLARA
GROWTH OF INDUSTRIAL LAND USE



park-like grounds, well designed buildings, ample parking, and other amenities appropriate to an employee oriented activity.

The light industrial areas are for a wide range of industries that operate substantially within an enclosed building. Street frontage is landscaped and ancillary storage and outside activity screened from view.

Heavy industrial areas allow any manufacturing or industrial operation that can meet minimum standards to protect the air and water quality of the Bay Area and protection of nearby uses. Uses with special characterization such as wrecking yards, chemical processing plants, slaughter houses, and distilleries must receive a use permit before locating in these areas.

Approximately 3400 acres or 30% of the City's area is committed to industrial use. The majority of this land is located north of the Southern Pacific Railroad which separates industry from the residential uses to the south. Access to the area is provided by the Bayshore Freeway, SPRR, and the San Jose Airport. The County expressway system and local arterials permit direct connections between industrial sites and regional transportation links.

Since the late 1960's, the industrial development of Santa Clara has been rapid. Between 1968 and 1975, developed industrial acreage increased from 860 acres to 2170 acres, an average of 187 acres a year. At this rate, the City's industrial land would be

fully developed in 1982. Realistically, the absorption rate will decline as land prices increase and the selection of sites decreases. Santa Clara's industrial reserve is expected to be developed by 1990.

The character of industrial development in the City has changed over the last ten years. The early uses were primarily heavy industrial, requiring inexpensive land and rail and truck access. The second phase of growth has been electronics manufacturing in large plants with high empolyee densities. As the industrial area expanded, new uses have developed to serve the electronics firms. These include components suppliers, business services, and retail commercial to serve the growing employment base.

Increased commute traffic is a major impact of the new industrial character. The electronics firms and office uses have significantly higher employee densities than were projected for the area in the 1960 General Plan. Instead of 30,000 industrial employees, current projections indicate the industrial area will employ 75,000 people by 1990. The traffic consequences of this increase are considered in the Circulation Element.

In those areas where industrial land uses abut residential, special measures are necessary to reduce adverse impacts on the residences. One effective method is to prevent any industrial use other than employee parking in the area between the industrial buildings and residential property. In addition, the walls facing homes should be solid to block the sounds of manufacturing processes. Visual privacy can be maintained by providing a

masonry wall along the property line in conjunction with significant landscaping.

5. PUBLIC LANDS

Twenty percent of Santa Clara is owned by various public agencies. Nearly half of the public land is City-owned, including parks and recreational facilities, fire stations, the Civic Center and the cemetery. The Santa Clara Unified School District is the other major public owner with over 500 acres of school sites. Other significant public landowners are the State of California (Agnews Hospital), West Valley College District (Mission Campus), and the University of Santa Clara.

6. URBAN RESERVE

The Land Use Element map indicates an urban reserve in the north end of Santa Clara. This land is City-owned and most is used or planned for sanitary landfill over the next 15 years. As Santa Clara approaches complete development, this reserve will become an increasingly valuable resource. Unanticipated developments requiring large acreages may arise which the City would be able to accommodate on this reserve.

In the short term, this land can be used for landfill, agriculture and other non-permanent uses to provide economic return and ensure flexibility for future projects of opportunity.

LAND USE POLICIES

1. Preserve single family areas where the General Plan indicates their continued use through encouragement of upkeep and investment to maintain residential values.
2. In portions of the Old Quad designated for apartments, new residential construction will be permitted at higher densities when meeting criteria ensuring compatibility with existing uses.
3. Create a multi-purpose activity corridor of high intensity land uses along an east-west axis with the Town Center Project at its core.
4. Concentrate new local-oriented commercial development in existing thoroughfare, community and committed neighborhood commercial areas to enhance their economic vitality and prevent the intrusion of commercial activity into residential areas.
5. Promote visual improvements to commercial uses along El Camino Real and Stevens Creek Boulevard to increase the areas' attractiveness to shoppers and its sales activity.
6. Encourage retail commercial uses in the industrial area which will serve the surrounding employment and reduce travel.
7. Maintain the urban reserve as a resource to accommodate future land use needs and opportunities.
8. Enhance the distinctive character and quality of Santa Clara throughout the City. Elements of this character include

tree-shaded streets, landscaped medians, courtyards, and fountains.

CIRCULATION

CIRC-1

V-B CIRCULATION

1. INTRODUCTION

Due to its central location, Santa Clara is strongly affected by the movement of people and goods in the region. To facilitate this vital circulation, an extensive and effective network of highways and arterials has been constructed. Around this network, a highly mobile and automobile-dependent economy has developed. Because of this dependence, past planning assumption was that growing travel demands would be accommodated by increased road capacity. Planning for Santa Clara's transportation system has now reached a new stage.

Projections of future traffic volumes indicate that the travel demands of this region cannot be satisfied by the current patterns of circulation. Although the most critical problems may not occur before 1980, the long time lag between transportation planning and implementation requires that the basic decisions regarding the structure and operation of the future transportation system be made now.

The most important influence on the City's circulation system is the industrial complex that stretches from Palo Alto through Santa Clara. This complex comprises the major electronics industry concentration in the United States. This concentration of electronics and related industries has been essential to the rapid development of new technologies and employment opportunities. The wealth of this County is largely based upon this concentration and interaction of industries. It is therefore

necessary to maintain a circulation capability to meet the demands of increasing intensity.

Also highly influential on the amount of traffic within the County, is the pattern of land use. Residential growth preceded industrial development as both moved southeastward down the Peninsula. As a result, the major place of residence for industrial workers is south and east of their work destination. Large numbers of these workers travel to and through the City of Santa Clara on their way to work.

At the same time, the trend in automotive usage has been toward an increase in the number of cars owned by each family and a reduced average auto occupancy for trips.

The result of these factors has been a continuous increase in the number and use of automobiles within the City and County of Santa Clara.

The street system serving Santa Clara is a well-planned transportation network relying on automobiles. The total system has three levels of jurisdiction: the local streets of the City of Santa Clara, the expressways of the County, and the freeways and highways of the State.

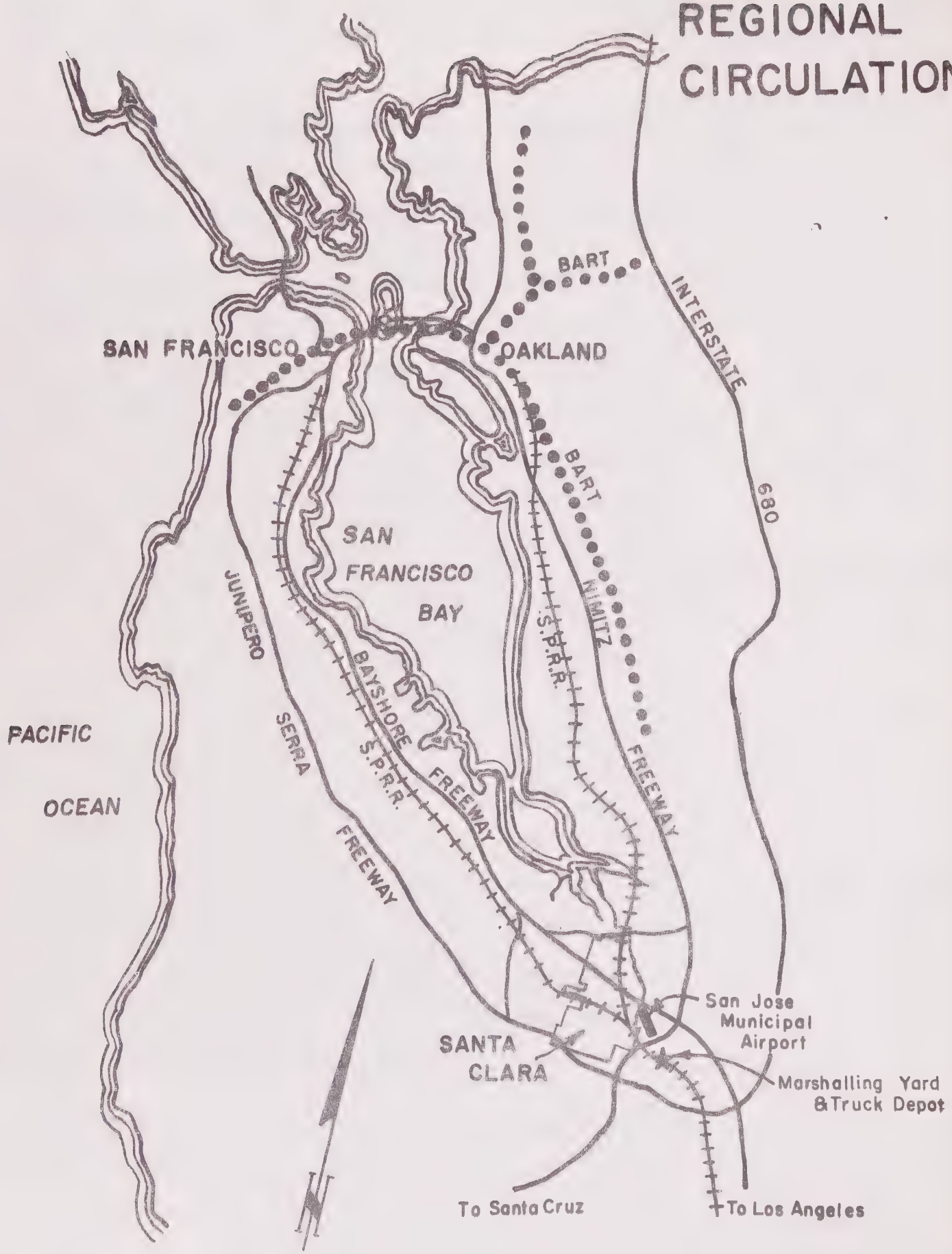
The freeways and expressways in and around Santa Clara are becoming increasingly congested. Projections of future commute-hour traffic volumes exceed planned capacities. Local streets are not congested, and traffic projections for most of these facilities

can be accommodated. However, spillover traffic from overloaded regional highways would impact local streets and must be considered relevant to this city's transportation planning.

The Santa Clara County Transit District provides bus service within the County. Expansion plans for 1980 will increase the system to 516 buses which will provide service within a quarter-mile of 77% of the urban area. Most routes will have 15-minute headways. Transit district operations, however, primarily serve residents without access to cars and do not provide an effective system for commuters. The service is neither convenient for home-to-work trips nor does it have adequate capacity to make a noticeable reduction in automotive usage.

The pattern of development in the Santa Clara Valley has resulted from the mobility and flexibility that the private automobile provides. Private automobiles suit the desires and life style of most residents of this area and will continue to be the primary means of movement for most trip purposes through 1990. The major challenge in meeting future circulation needs will be reducing the number of private automobiles used during the peak commuting hours. The most effective measures will be those that increase private vehicle occupancy during commute hours.

REGIONAL CIRCULATION



2. MAJOR ISSUES

There are three major factors that must be considered in planning for the City's future circulation system: growth in travel demands, changing automobile usage, and environmental consequences.

a. Growth in Travel Demands

A major analysis of Santa Clara's street system was made in 1959 as a part of the City's first General Plan. At the same time, the County was designing the expressway network. A primary design criteria of both the local and County-wide road systems was to accommodate peak hour traffic volumes generated by projected employment growth.

The 1959 General Plan projected 2400 acres of industrial land in 1985, with 30,000 employees and a density of 12.5 employees per gross acre. A 1971 industrial survey found that light industry, which was becoming predominant, had employee densities averaging 30 per gross acre. Industrial development since 1971 has been providing parking at a ratio consistent with employment densities of 42 employees per gross acre. By 1975, industrial employment had already reached 27,000 on 1900 acres. The City's largest employer has a density of 87 workers per gross acre. In addition, office uses are developing in the industrial area with substantially higher numbers of employees and higher generation of traffic.

The current General Plan commits 3400 acres to industry. Projecting recent employment densities (42 employees per gross

acre) onto this land, the industrial area could accommodate 75,000 employees by 1990.

The residential development in Santa Clara primarily occurred in the late 1950' and 1960's. Since that time, local residential development has been limited to the remaining vacant parcels. The turnover rate in the City is very low. With the rapid rise in the number of industrial workers in the City, the available and projected housing cannot meet the demand.

The major area where new housing is being constructed is south San Jose. This creates an increased separation between place of work and home, and requires the worker to commute a longer distance. As industrial growth continues in the City and the housing supply remains the same, the number of workers that must commute into the Santa Clara industrial area and the industrial areas to the north will increase. This also means that the through traffic during the peak commute periods will continue to grow.

Santa Clara has developed a substantial excess of jobs over resident workers. The attractiveness of the City's industrial area and the advantages of proximity for related industries will continue the local growth of employment here in the near future. In the longer term, however, some of the industrial growth will shift to the south and reduce the amount of travel required by employees. San Jose's General Plan recognizes this imbalance within the County and includes a policy of attracting new industry to south San Jose.

VEHICLE TRIPS TO & THROUGH SANTA CLARA BY DISTRICT OF ORIGIN

Source: San Jose Traffic Projection Model-1975

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b. Automobile Usage

The total number of trips produced by each household has increased since 1965.

DAILY TRIPS PER HOUSEHOLD

	Single Family		Apartment	
Income	1965*	1975**	1965*	1975**
Low	7.3	7.1	5.6	6.1
Medium	10.7	11.6	7.3	8.1
High	13.1	13.9	9.0	9.7

*Santa Clara County Transportation Planning Study, 1969
**San Jose Traffic Projection Model, 1975

In addition, there has been a decrease in the number of persons per vehicle for all trip purposes except for school-related trips. The following table compares 1965 person-per-vehicle rates with those for 1975. Using this table, for every 1000 employees in 1965, there would have been 854 cars used for commuting. In 1975, for that same 1000 workers, there would have been 917 cars.

AUTO OCCUPANCY BY TRIP PURPOSE

Trip Purpose	Persons per Vehicle 1965*	1975**
Home Based--		
Work	1.17	1.09
Shopping	1.34	1.22
Social-Recreation	1.85	1.63
Miscellaneous	1.61	1.57
School	1.86	2.54
Non-Home Based	1.44	1.33

*Santa Clara County Transportation Planning Study, 1979.
**San Jose Traffic Projection Model, 1975.

The combined effect of these factors is that there are more persons desiring to drive in and through the City than in the past.

c. Environmental Consequences

1). Air Pollution

The automobile is the major contributor to air pollution in the Santa Clara Valley. The automobile contributed 78% of the total air pollution emissions in the Bay Area, including 92% of all carbon monoxide. The Federal government has set minimum air quality standards for air basins throughout the nation. In 1974, the San Jose monitoring station recorded 69 days of excess oxidants.

The major effort to reduce the air pollution due to cars has been the addition of emission control devices on individual automobiles. Projections, however, indicate that the continued growth in the number and usage of automobiles outweigh the

ability of these control devices to reduce pollution.

2). Noise

The automobile is second to the airplane as the largest contributor to noise within the City of Santa Clara. The Noise Element indicates that residential uses adjacent to the Lawrence and San Tomas Expressways, as well as several major thoroughfares, are impacted by traffic noise levels in excess of recommended limits. Because this noise is a result of engine noise, tire noise, and wind resistence, it is difficult to control on an individual automobile basis. The construction of a masonry wall between an expressway and homes is the most effective control. Both the State and County have noise wall programs that will reduce substantially the traffic noise impact. Such walls cannot be built on local streets where adjacent properties front on the street.

3). Energy Costs

The automobile is the single largest user of petroleum products in the United States. All other forms of transportation except airplanes are more energy efficient than the automobile in terms of moving a person over a specified distance. Although most automobiles can carry at least four people, 75% of the cars being operated at one time in this country carry only the driver.

	Passenger Miles per Gallon
Rail Transit, Peak Load	540
Intercity Bus, Peak Load	282

	Passenger Miles per Gallon
Standard Car, Max. Load	108
Average Commuter Car	19

Source: "'74-'75 Transit Fact Book", American Public Transit Association, March 1975.

The increasing relative shortage of petroleum products is reflected in the rising costs of fuel, particularly gasoline. All of the costs associated with owning and operating an automobile, including its purchase price, insurance, maintenance, and fuel have increased significantly in recent years. This inflation may cause people to look more carefully at their personal transportation costs and to seek alternatives to using their private automobile with only one person in it.

3. ANALYSIS OF THE TRANSPORTATION SYSTEM

a. Road Network

The road network is composed of four levels of streets: limited access such as freeways and expressways, thoroughfares, collectors, and local; each of them has distinct physical and operating characteristics. Limited access facilities are planned and constructed by either the State (freeways) or the County (expressways). Local jurisdictions are largely responsible for other streets.

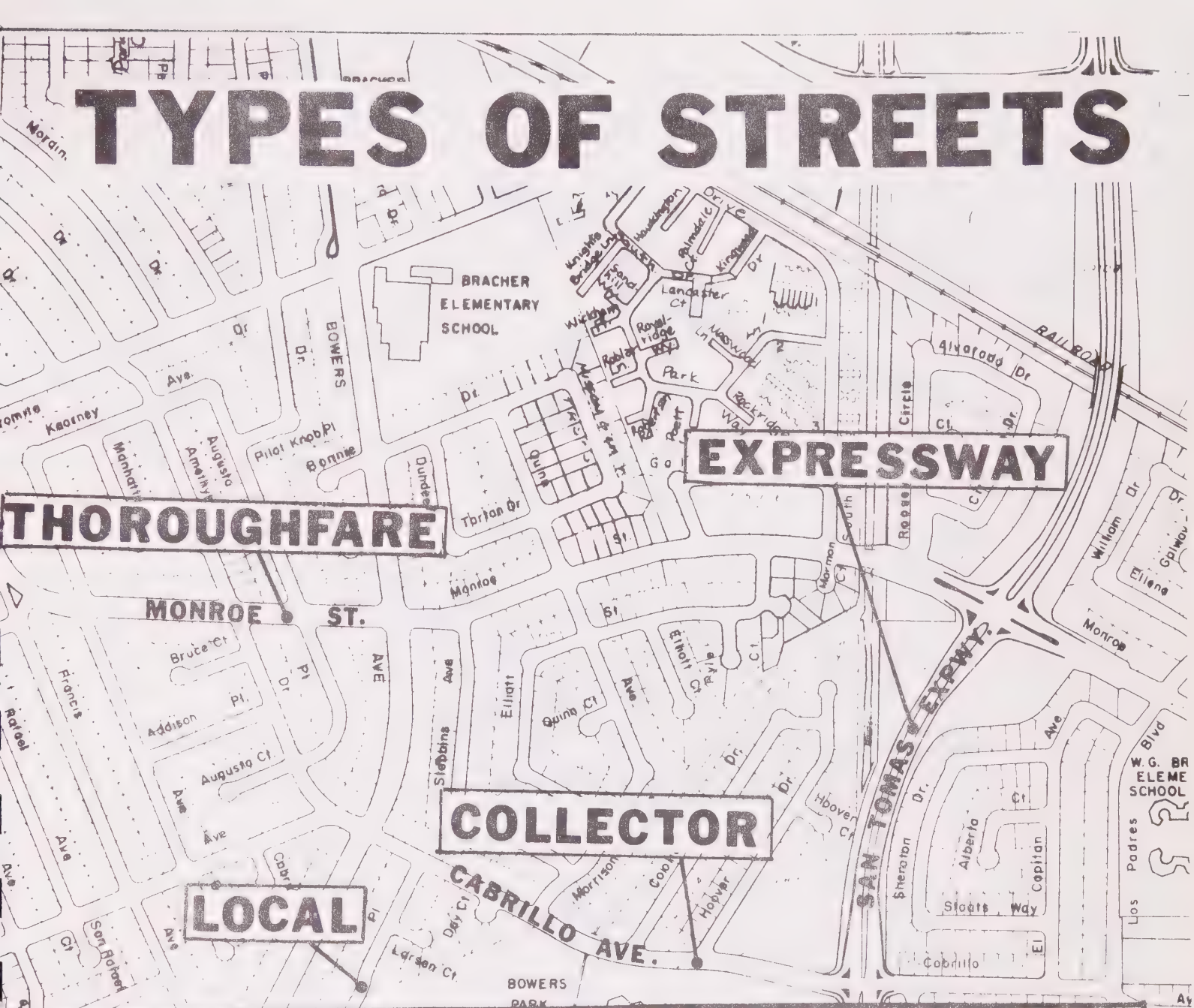
The major streets under the control of the City of Santa Clara are nearly complete. There are some thoroughfares where sections have not been constructed to their full planned width. Some undeveloped areas also do not have local access roads built yet.

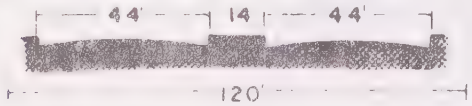
The regional highway system within the City has been largely constructed, although not yet to planned standards, particularly for interchanges. The accompanying "Needed Regional Network Improvements" map indicates the primary areas of deficiency. These improvements would all involve State or County financing.

Outside of the City, there are some major links in the regional highway system that have been long planned but are not yet constructed. The most important of these are the West Valley and Guadalupe Freeways which, although not serving the City directly, would provide alternate routes for through traffic.

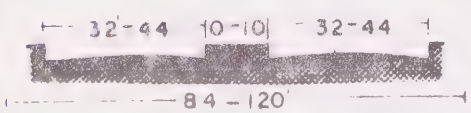
A comparison of road capacity with traffic volumes in both 1975 and 1990 is made in the following maps. The current

TYPES OF STREETS

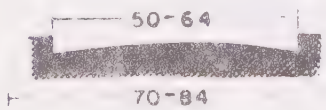




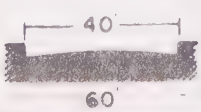
Limited access expressways and freeways are devoted to the task of traffic movement.



Thoroughfares are designed with 4 or more lanes to serve through traffic but also provide access to adjacent properties.



Collector streets carry traffic within an area to arterials and provide access to adjacent properties.



Local streets provide parking and access to adjacent properties.

NEEDED REGIONAL NETWORK IMPROVEMENTS

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6-76

1978 TRAFFIC CONDITIONS

AVERAGE DAILY TRAFFIC

18 PRESENT VOLUME

(IN THOUSANDS)

(22) PRACTICAL CAPACITY

(IN THOUSANDS)

CIRC-16

1990 TRAFFIC PROJECTIONS

AVERAGE DAILY TRAFFIC

12 PROJECTED 1990 VOLUME (IN THOUSANDS)

(20) 1990 PRACTICAL CAPACITY (IN THOUSANDS)

CIRC-17

Rev. 3-80

1990 PROJECTED TRAFFIC OVERLOADS

ADDITIONAL LANES NEEDED BASED ON 1990 TRAFFIC PROJECTIONS

	ROAD	CAPACITY PER LANE	EXCESS VOLUME OVER PLANNED CAPACITY	ADDITIONAL LANES NEEDED IF TRAFFIC GROWTH IS NOT REDUCED
STATE	Route 101	16,667	94,000	6
	Route 280	16,667	87,000	6
	Route 17	16,667	28,000	2
	Route 237	9,750	153,000	16
	El Camino Real	6,500	16,000	2
COUNTY	Lawrence Expwy	6,500	16,000	2
	San Tomas Expwy	6,500	16,000	2
	Montague Expwy	6,500	5,000	0
	Central Expwy	6,500	64,000	10
SANTA CLARA/ SAN JOSE	Stevens Creek Blvd (west of San Tomas)	6,500	17,000	2
	Lafayette Street (south of 101)	5,500	26,000	4

situation provides excellent mobility with limited congestion during peak commuting hours on major freeways and expressways.

In 1990, the local City streets will still be adequate to meet travel needs. The regional network, however, will be unable to accommodate projected traffic volumes without a change in peak hour commute travel habits.

The assumption of the past, that as traffic demands increase the necessary street capacities would be constructed, is no longer valid. The rising financial, social, and environmental costs of massive highway construction have seriously depleted available construction funds and generated substantial opposition to any new construction. A preliminary estimate of the cost of constructing the freeway and expressway capacity needed for the County in 1990, including acquisition of the right-of-way and physical improvements, is $2.5 billion. This does not include the cost of improvements to local streets necessary to serve the new highways or the social costs of increased air pollution, energy consumption and dislocation of existing land uses and residents. The importance of this figure is not necessarily its size but the fact that the current revenue sources for highway construction are so inadequate.

The implication of this slow down in new construction is that the future growth of automobile traffic will have to be accommodated on the existing roadway system. As traffic volumes grow, average speeds on freeways and expressways will decline and

the amount of time spent commuting will increase. Motorists will attempt to use local streets to avoid congested highways, thus spreading the congestion to thoroughfares which would otherwise be adequate.

The performance of the currently planned road network can be significantly improved through a reduction in the number of automobiles used in the commuting period. Such a strategy would both eliminate any possible need for excessive highway expansion and maximize the existing investment in roads. Voluntary action by the traveling public, such as carpooling and use of transit on home-to-work trips, incentive programs by employers, including staggered work hours and rewards for carpooling, the creation of an attractive transit service, and limited highway improvements can minimize peak hour congestion.

A major time incentive could be created through restricted Multiple Occupancy VEhicle (MOVE) lanes. Such lanes can be added as new construction adjacent to existing lanes if the operational problems of weaving and merging can be solved. If not, a separate MOVE right-of-way could be constructed along the major traffic corridor. Although expensive, such a facility would be a strong incentive for carpooling and bus transit.

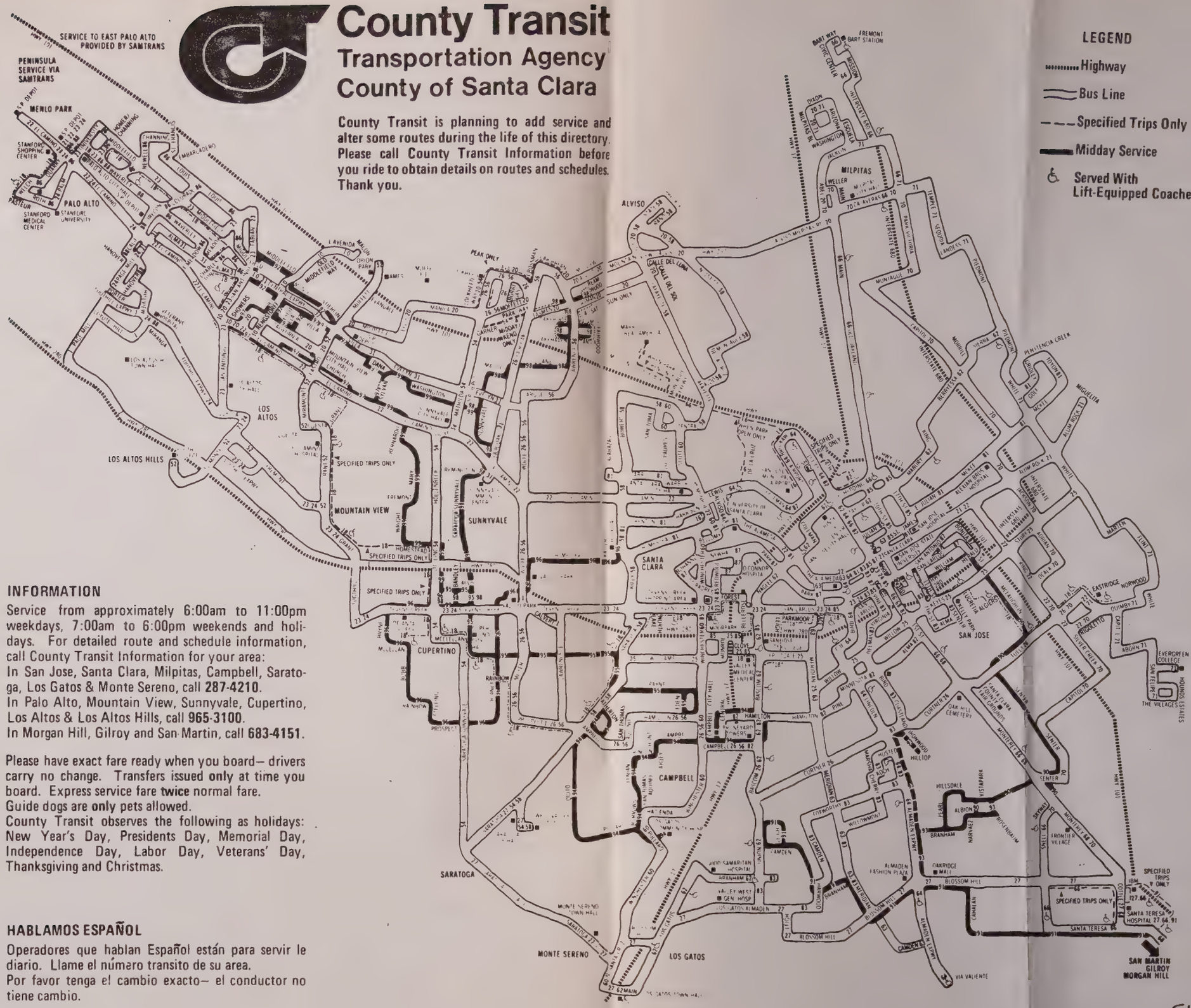
b. Bus Service

The Santa Clara County Transit District provides bus service within the County and connections to the Bay Area Rapid Transit terminal in Fremont. The District currently has 43 lines using

County Transit

Transportation Agency
County of Santa Clara

County Transit is planning to add service and alter some routes during the life of this directory. Please call County Transit Information before you ride to obtain details on routes and schedules. Thank you.



INFORMATION

Service from approximately 6:00am to 11:00pm weekdays, 7:00am to 6:00pm weekends and holidays. For detailed route and schedule information, call County Transit Information for your area:
In San Jose, Santa Clara, Milpitas, Campbell, Saratoga, Los Gatos & Monte Sereno, call **287-4210**.
In Palo Alto, Mountain View, Sunnyvale, Cupertino, Los Altos & Los Altos Hills, call **965-3100**.
In Morgan Hill, Gilroy and San Martin, call **683-4151**.

Please have exact fare ready when you board– drivers carry no change. Transfers issued **only** at time you board. Express service fare **twice** normal fare.
Guide dogs are **only** pets allowed.
County Transit observes the following as holidays: New Year's Day, Presidents Day, Memorial Day, Independence Day, Labor Day, Veterans' Day, Thanksgiving and Christmas.

HABLAMOS ESPAÑOL

Operadores que hablan Español están para servir le diario. Llame el número transito de su area.
Por favor tenga el cambio exacto– el conductor no tiene cambio.

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approximately 200 buses. The routes are laid out in a modified grid pattern as shown on the accompanying map. Three express routes using ten to twelve buses are now in service. Sixty percent of the urban area of the County is within a quarter-mile walking distance of a bus line. Service levels on these routes are not high, with only three routes having 15-minute headways. The rest have 30-minute headways and none provide more than minimal service in the evening hours. The infrequency of this service and the lack of direct lines from residences to employment areas limit its ability to attract commuters. The major accomplishment of the bus service is to provide mobility to County residents without access to a car.

The Transit District has plans for expansion of the bus service to 516 vehicles with 46 routes during peak hours. This expansion will provide service within a quarter-mile for 77% of the urban area and will result in a majority of the routes having 15-minute headways. More applicable to the needs of a commuter is the proposal to commit 50 buses to peak hour express lines aimed at the home-to-work trip.

The operation of buses on regular streets results in 15 mile per hour average speeds since the buses must make stops for loading and unloading. In order to attract significant numbers of commuters, trip times on transit must compare favorably with those of a private automobile. Exclusive lanes for buses and car pools should be studied as a means of creating more rapid transit. They can be created on both existing and new freeway lanes or

on lanes built in other rights-of-way. Exclusive lanes on expressways or thoroughfares present problems which must be resolved prior to implementation.

The County's Rapid Transit Development Project Report stated that an extensive rapid transit bus system could attract 34% of the home-to-work trips in 1990. Such a system would require more than 5,000 buses and the Report identified several operational problems.

In order to attract the commuter, transit service must offer a total travel time and convenience comparable to that of the private auto. A good local service within the industrial area and extended hours of service are necessary in addition to express buses. Good bus service is needed as a back-up for carpoolers, and the like who miss connections or forget the brown bag lunch.

c. Trucks

The movement of goods by truck is an essential aspect of the circulation system. Santa Clara's extensive industrial complex as well as its commercial and residential areas rely on trucks. The grid system of thoroughfares and expressways encourages truck traffic to stay on these major streets and off local streets except for deliveries. Truck traffic has not created any special problems for the road network.

d. Taxis

Although the number of taxis in the City is relatively small,

DAILY TRUCK VOLUMES

SCALE: 1" = 10,000 TRUCKS

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SOURCE: TRAFFIC DIVISION SURVEY

the service they provide is important. Taxis are the only form of transportation available 24 hours a day, seven days a week for residents unable to drive.

Whenever only a small number of residents need a specific transit service, taxis may be the most cost-effective means of delivery.

e. Rail Transit

The current rail system within the City consists of the Southern Pacific main lines to San Francisco, Oakland, Los Angeles and points east from San Jose. The major freight marshalling yards for the Peninsula area and piggy-back loading area are located adjacent to the City. These facilities provide important freight service for Santa Clara's industrial area, which has many plants with rail access. Southern Pacific also operates a commuter service from San Jose to San Francisco with a station in Santa Clara. Ridership and service quality on the commuter trains have been declining over the last 20 years.

A wide range of rail technologies have been discussed as future transit possibilities for Santa Clara County.

1). Bay Area Rapid Transit (BART)

Extension of BART to San Jose would create a unified regional transit system. BART, however, depends on a high density narrow corridor of origins and destinations for its patronage. The County's Rapid Transit Development Project estimated that a BART loop from Fremont to Menlo Park would attract only 4% of the work trips in 1990. Given the high costs of its construction,

the decentralized land use of Santa Clara County, and the limited amount of out-of-County commuting, BART is not a feasible alternative at this time.

2). Light Rail

Light rail is an old concept that has recently become popular due to the high cost and disappointments with advanced technology systems. Light rail is basically an electric trolley car running on ground level steel rails. It is cheaper to build than BART, although still expensive. Operationally, light rail has been well tested in many systems, including the San Francisco Municipal Railway. County officials suggested that such a system could be developed, at least initially, within existing Southern Pacific or unused freeway rights-of-way. A light rail system would require an elaborate feeder system. As currently proposed, this system would not serve Santa Clara or other high volume North County corridors. If the light rail system is built in conjunction with an upgraded Southern Pacific rail service, it will enable residents of south San Jose to use rail transit to reach industrial jobs in and north of Santa Clara. The necessity for transfer in downtown San Jose, however, would increase travel time and reduce the systems attractiveness to commuters.

3). Southern Pacific Upgrading

Another transit possibility currently being studied is improvement of the commuter service on the Southern Pacific Peninsula line. Increases in patronage could be achieved through better access

to stations, more commuter trains, and relocation of the downtown San Francisco station to either the Daly City BART terminal or the Trans-Bay bus berminal. The value of this service to intra-county commuters would be greatly enhanced if the service could be extended along the SP line to the IBM area in south San Jose, and if stations were added at the San Tomas and Lawrence Expressways for access to the industrial area.

An upgraded Peninsula line would be only a trunk line, and again, would require an extensive feeder system. Its main advantage is as a lower cost alternative to BART which could be implemented on a staged basis. Patronage levels are estimated to be similar to the BART loop.

f. Air service

The San Jose Municipal Airport is located on the eastern boundary of Santa Clara and provides an extensive schedule of flights. The location of the airport and its flight patterns have created a substantial noise impact on the residential area in northern Santa Clara and in downtown San Jose. Although alternate airport sites have been considered, the problems of relocating the airport, such as cost, displacement of current activities, and environmental impacts, have effectively eliminated this possibility.

The San Jose Airport is an important part of the total economy of Santa Clara County and should not be eliminated. The best method of resolving the noise conflict between airport and the Santa Clara residential areas is for the airport to maximize

the use of the newer generation of planes which are substantially quieter and to make the necessary adjustments in flight schedules in order to reduce the noise impact area.

g. Bikeways

Santa Clara is well suited for bicycle riding because it is level and has a mild climate. Bicycling will undoubtedly increase although it will not result in a significant reduction in the use of cars.

Except for limited access highways, all streets within the City can be used by bicyclists. There are safety problems involved in the joint use of streets by cars and bikes. Alternatives for bikeways range from sign identification of a street as a bike route to marking the street surface as a bike lane to providing a bike path separate from a street. It must be remembered that bicyclists are inclined to travel by the shortest route and are disinclined to follow devious routes just to avoid auto traffic.

Santa Clara currently has nine streets marked with bike lanes. In the newer industrial and Bayshore North areas, on-street parking has been prohibited, which provides space adjacent to the curbs for bicycles. The City should provide adequate, secure bike racks at major public facilities and encourage major employers to do the same.

h. Sidewalk

As part of development, the City requires developers to construct

EXISTING CITY BIKE LANES

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sidewalks in all residential and commercial areas to facilitate safe pedestrian movement.

The decision concerning the future role of public transportation in Santa Clara County is one of the most important facing this area. The variety of rapid transit modes does not make this decision any easier and each mode has its interest group. The current financial constraints do not encourage commitments to major long term public works construction. Given these factors, the next ten yours' commitment should be to increase the average vehicle occupancy during peak hours, optimize capacity of existing road network, and increase commuter service of the transit system.

4. NEW DIRECTIONS IN TRANSPORTATION PLANNING

Dealing with the transportation problems over the next 15 years will require public and private actions in many areas, including land use, travel habits, incentives for carpooling, and providing attractive alternatives to the present exclusive use of private automobiles. No one action will provide a solution to the increasing travel demands of residents in and around the City of Santa Clara.

Time is the key to attracting commuters. Other factors such as cost or comfort are secondary to the door-to-door travel time. Transportation improvements which decrease travel time for carpools and transit are the most effective incentives.

CHANGING HOW PEOPLE GET TO WORK OFFERS THE GREATEST POTENTIAL FOR MAINTAINING DESIRED MOBILITY IN SANTA CLARA. In contrast to many other trips, commuting occurs in predetermined, regular times. Attractive alternatives should be developed to allow commuters to give up the cost of each driving their own car to work.

1. ENCOURAGE MEASURES TO INCREASE THE AVERAGE NUMBER OF PERSONS PER VEHICLE DURING PEAK HOURS.

Home-to-work pooling can be promoted by the public sector through:

a) A program of education showing the cost savings in a carpool;

b) Preferential treatment, when feasible, for multiple occupancy vehicles;

c) Limited on-street parking in industrial areas;

d) Allowing fewer parking spaces for large industrial employers with a proven program to reduce the number of cars used by employees;

e) Encouraging voluntary action by employers.

Industrial employers can promote carpooling and transit through:

a) Reservation of convenient parking for carpools;

b) Pay parking;

c) Company van for employee commuter pools.

2. SUPPORT A TRANSIT SERVICE WHICH INCLUDES EXTENSIVE COLLECTION AND DISTRIBUTION SYSTEM WITHIN THE INDUSTRIAL AREA.

In order for employees to join in car and van pools or use the bus, there must be a means for them to get around during the day for short trips such as lunch. Non-peak hour service will also be necessary as a back up for riders who occasionally miss their normal connections. The fear of being stranded is a strong deterrent to carpooling or transit. Another reason for special industrial service is to provide a convenient connection between the express routes and industrial employers. Transfer stations should be established for this movement in the parking lots of major industrial employers such as Memorex and National Semiconductor.

3. CONCENTRATE THROUGH TRAFFIC ON MAJOR STREETS.

Major arterials should be designed with: a) synchronized traffic signals, continuous medians, and other features designed to facilitate traffic flow; b) reasonable control of driveways,

sight distances, and curbside parking to minimize interference from the sides; c) highest possible posted speeds within acceptable safety limits.

4. SUPPORT ADDITIONS TO THE MAJOR ROAD NETWORK IN THE CITY WHEN THEY INVOLVE IMPROVEMENTS WITHIN EXISTING RIGHTS-OF-WAY OR PLAN LINES, INCLUDING INTERSECTION MODIFICATIONS.

Significant expansion of the adopted major City street system is not necessary. Based on increasing congestion, improvements to the State and County highways should be the highest priority.

Further thoroughfare construction efforts in the City should be limited to improving to adopted plan lines and to eliminating capacity bottlenecks.

5. ENCOURAGE HIGHWAY CONSTRUCTION WHERE MISSING LINKS IN THE REGIONAL TRANSPORTATION SYSTEM IMPEDE TRAFFIC FLOW ON FREEWAYS AND EXPRESSWAYS.

The deletion of many planned improvements of the regional system has created gaps in the network that effect other highways and local thoroughfares. The completion of some of these segments would have important benefits for the efficiency and operation of the whole system.

a) West Valley Coridor - This would provide a direct connection between southern San Jose and the West Valley area and would relieve some congestion on Routes 17 and 280.

b) Grade Separations on San Tomas Expressway - The current intersections with Stevens Creek Boulevard and El Camino Real are serious bottlenecks to the optimum capacity of the San Tomas Expressway.

c) Upgrade Route 237 - This highway is the major route between the Milpitas/Fremont area and the West Valley industrial centers. It has the highest projected traffic overload.

6. PUBLIC TRANSPORTATION SHOULD BE DEVELOPED BY THE COUNTY TRANSIT DISTRICT IN STAGES BASED UPON PATRONAGE AND AVAILABLE FUNDING.[1] THE BUS SYSTEM SHOULD BE EXPANDED WITH STRONG EMPHASIS ON COMMUTER SERVICE.

The bus routes established by the 500 bus system will provide adequate service for most residents without access to a car. Further expansion to 1000 buses should emphasize the home-to-work trip. Peak hour service for high employment areas must become the top priority of the Transit District.

The current bus system has a major transfer point at the Franklin Mall on Monroe Street. This area should continue as a focal transit station within the City and should be provided with appropriate physical facilities such as benches, shelter, parking and perhaps a terminal building.

7. ENCOURAGE VOLUNTARY STAGGERING OF WORK HOURS TO SPREAD OUT OUT THE MORNING AND AFTERNOON TRAFFIC PEAKS.

Except for the peak commuting hours, the existing road network

has excess traffic carrying capacity. By spreading out the peak hour periods, better use can be made of the existing system and the requirements for new expenditure can be reduced.

In an actual test of work hour staggering in the City of Riverside, employers representing 12,000 commuters were involved. With starting time changes of a half hour or less, the downtown morning peak hour traffic was cut in half.

8. THE DEVELOPMENT OF THE INTERNAL COUNTY TRANSIT SYSTEM SHOULD BE A HIGHER PRIORITY THAN REGIONAL TRANSIT CONNECTIONS.

A unified transit system tying the South Bay with the Peninsula, San Francisco, and the East Bay is, conceptually, an attractive objective. The amount of movement between this County and San Francisco, however, does not warrant a major expenditure.

Given the existence of a rail right-of-way, existing track, and basic station locations, the Southern Pacific line should be the focus of consideration for the West Bay transit corridor. The Southern Pacific Transportation Company has publicly stated their desire to discontinue commuter service on this line. Revitalization of this service would require more favorable management. Incremental improvements can be made to stations and service as funding and patronage levels warrant.

The extension of this service to south San Jose along the existing right-of-way would also create a high capacity trunk line to

serve the major commuting corridor within Santa Clara County. This extension would provide direct service to major employers such as General Electric and IBM and to the rapidly developing residential areas in south San Jose.

CIRCULATION POLICIES

1. ENCOURAGE measures to increase the average number of persons per vehicle during peak hours. Favorable parking locations, preferential lanes, and other measures giving favorable treatment to car and van pools and to transit vehicles are among the measures to be supported.

2. SUPPORT a transit service which includes an extensive collection and distribution system within the industrial area.

3. CONCENTRATE through traffic on major streets.

4. SUPPORT additions to the City road network involving improvements within existing rights-of-way or plan lines including intersection modifications to allow optimum traffic flow.

5. ENCOURAGE highway construction where missing links in the regional transportation system impede traffic flow on freeways and expressways.

6. PUBLIC transportation should be developed by the County Transit District in stages based on patronage and available funding. The bus system should be expanded with strong emphasis on commuter service.

7. ENCOURAGE voluntary staggering of work hours to spread out the morning and afternoon traffic peaks.

8. THE development of the internal County transit system should be a higher priority than regional transit connections.

HOUSING

I. Introduction

The Federal Housing Act of 1949 established a national goal of a "decent house and a suitable living environment for every American family." Subsequent legislation at both the national and state levels has prompted local jurisdictions, in the public interest, to become directly and consciously involved in the provision of adequate housing for their residents. California State Planning Law requires that a housing element be adopted as part of a jurisdiction's General Plan which will make "adequate provision for the housing needs of all economic segments of the community." The basis of such a housing element is an analysis of the housing market as it operates in the jurisdiction and a formulation of appropriate goals and policies to address problems of the existing market.

The local housing market is dominated by the employment growth of the electronics industry. Electronics firms are concentrated in a corridor along the Bayshore Freeway with Santa Clara in the middle. This industrial development is the primary wealth of the Santa Clara Valley and will continue to expand in the near future.

As a result of this growth, the City of Santa Clara (and other cities in the corridor) does not, nor can it in the future, house all those who wish to live in close proximity to the electronics complex while still maintaining the quality of its residential neighborhoods. The strong demand for housing, coupled with limited available residential land, has pushed housing costs beyond the reach of many households.

Compounding this situation are increasing numbers of people in Santa Clara whose children have grown up and moved away but who continue living in three- and four-bedroom homes. With continued reduced property tax rates after Proposition 13, the present level of inflation, and the high cost of borrowing money for new housing these people are encouraged to remain in housing that is oversized for their retirement-age needs. This futher reduces the turnover of the city's housing stock.

2. Inventory

The City of Santa Clara had 34,858 dwelling units in 1980. Most of these units were constructed since 1950 to accommodate the rapid population growth that began soon after World War II.

1980 HOUSING STOCK, CITY OF SANTA CLARA ESTIMATE

Type of Structure	Number	Percent of Total
Single Family (one dwelling unit, detached/ attached)	20,173	58%
Multi Family (two or more dwelling units, attached)	14,259	41%
Mobile Homes	426	1%
	34,858	100%

The vacancy rate, as determined by Planning Department staff, was approximately 2 percent at the time of the 1975 census. A rental vacancy survey of the City's major apartment complexes was conducted by Planning Department staff in March of 1981. The managers of 19 complexes were surveyed by telephone. The complexes ranged in size from 68 units up to 468 units. Of the 3,395 units represented, 104 were vacant for an average vacancy rate of 3 percent. The low vacancy rate is one of several indicators that the City's housing stock is not adequate to meet the demand of what is a regional market.

Existing housing stock is well distributed in terms of unit size.

1970 UNIT SIZE, CITY OF SANTA CLARA*

Size	Number of Units
1 Room	289
2 Room	867
3 Room	4,073
4 Room	5,882
5 Room	7,212
6 Room	6,470
7 Room	2,213
8 Room	645
9+ Room	199

Median size, 5.1 rooms

Only 6 percent of the households had more than one person per room, and of these, only 1 percent had more than one and one-half persons per room.

The following table displays the cost range of the City's housing costs in 1975.

MONTHLY HOUSING COSTS, CITY OF SANTA CLARA, 1975 CENSUS*

Cost	Number	Percent of City Total	Comparable County Figures
Zero	1,986	8.0%	8%
$1-99	1,219	5.0%	6%
$100-149	4,455	18.0%	15%
$150-199	7,886	32.0%	26%
$200-249	5,307	21.0%	19%
$250-299	2,447	10.0%	11%
$300-399	1,262	5.0%	10%
$400-499	268	1.0%	3%
$500-599	73	0.3%	1%
$600+	98	0.4%	1%

*These figures will be updated when the corresponding 1980 Census information is available.

The City's housing stock is in good condition overall as indicated by the 1970 Census and a 1975 local survey.

SUBSTANDARD INDICES, CITY OF SANTA CLARA, 1970 CENSUS

Index	Number of Units	Percentage of Total
Over crowding		
1.01 - 1.5 persons per room	1,473	5.3
Over 1.5 persons per room	290	1.0
Low Value		
Owner occupied, below $15,000	479	1.8
Rental, below $100 per month	1,278	4.6
Lacking complete kitchen	138	0.5
No direct access	14	0.1
Lacking complete plumbing	107	0.4

The City's Housing Division made an exterior housing survey of all single family buildings in 1975. Of the 18,397 homes surveyed, 95 percent were judged to be in standard condition and 0.7 percent (128 units) needed major repairs. Most of those needing rehabilitation were in the Old Quad.

Those housing units with visable structural deficiencies were concentrated in the pre-World War II housing area--the Old Quad and Agnew Village. The only other tract that has substantially more than its expected share of units in substandard condition is in an industrial area north of the Southern Pacific Railroad lines.

3. Existing Households

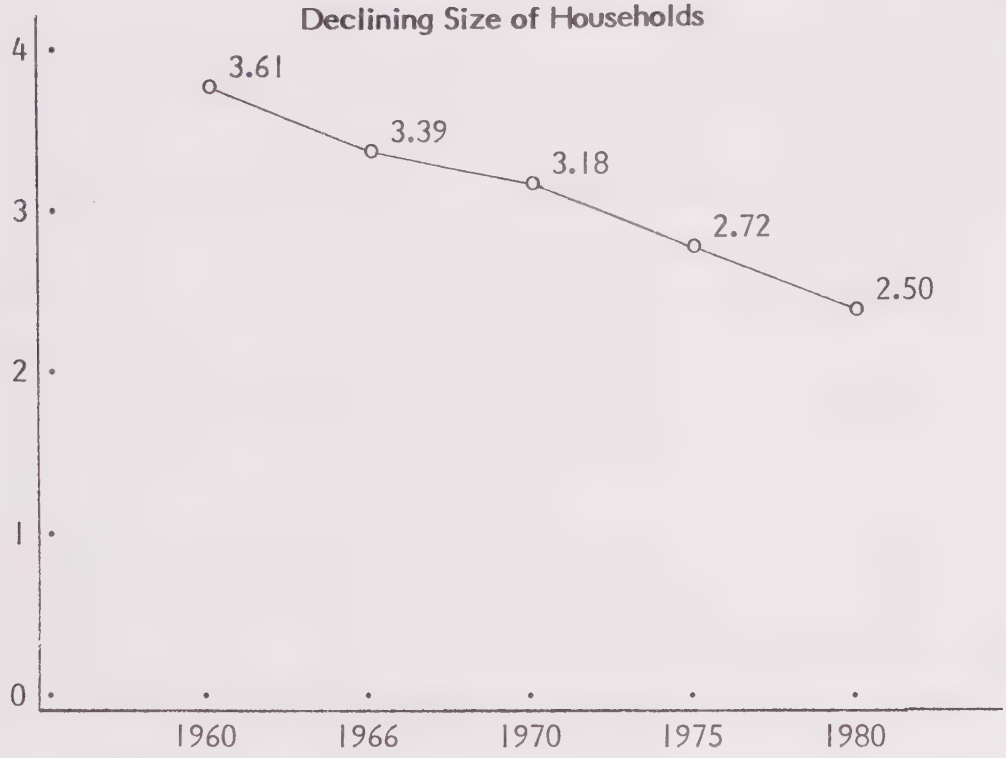
Existing households can be described by their size, income, tenure, age, and ethnic composition.

HOUSEHOLD SIZE, CITY OF SANTA CLARA, 1975 CENSUS

Household Size	Number of Households	Percentage of Total
1 person	6,314	21%
2	9,835	33%
3	5,241	18%
4	4,482	15%
5	2,250	8%
6	899	3%
7	331	1%
8+	222	1%

Total Households: 29,574

Average Size: 2.72 persons per household



At the national, state, and local level, average household size has been dropping with the declining birth rate, increasing numbers of single parent households, and the number of persons living alone. Children of the post-war baby boom are adding to the rapid increase in the rate of household formation. The average household size has been declining since 1960 but is probably nearing the bottom of the curve.

HOUSEHOLD INCOME, CITY OF SANTA CLARA, 1975

Income	Percent of City Total	Comparable County Figure
Under $2,000	4%	3%
2,000-5,999	13%	12%
6,000-9,999	16%	14%
10,000-13,999	20%	18%
14,000-17,999	19%	17%
18,000-23,999	17%	19%
24,000-29,999	7%	9%
30,000-39,999	3%	5%
40,000+	1%	3%
Median Household Income	$13,456	$14,566

The preceding table illustrates that the average of Santa Clara's incomes were proportionately lower than comparable County figures in 1975.

HOUSEHOLD TENURE, CITY OF SANTA CLARA, 1980 ESTIMATE

Tenure	Number of Households	% of Total
Owned	17,812	52%
Rented	17,046	48%

HOUSEHOLD AGE, CITY OF SANTA CLARA, 1975 CENSUS

Age (years)	Number	Percent of City Total
0-19	27,152	33.0%
20-64	49,852	60.6%
65+	5,297	6.4%
Total	82,301	100.0%

A look at age distribution trends in the City reveals that the labor force population (20-64 years of age) has been growing. This is part of a nationwide trend due, in large part, to the post-World War II baby boom population moving into the 20 to 34 age group. This trend is also reflected in the reduced number of persons in the 0-19 year age category.

The City's Senior population (65 years or older) continues to grow both in numbers and as a percentage of all City households.

In Santa Clara in 1980, minority households constituted 26.6 percent of the population.

HOUSEHOLD POPULATION BY RACIAL/ETHNIC GROUP, 1980 CENSUS

Group	Number	Percent
Caucasian	64,901	73.4%
Hispanic Heritage	12,865	15.0%
Black	1,690	2.0%
Asian	7,745	9.0%
Other/Unknown	545	0.6%
Total	87,746	100.0%

As the following table indicates, minority incomes in Santa Clara differ widely. Mexican/Spanish heritage incomes are lower than the City's average, Black incomes are close to average and Asian incomes are higher.

HOUSEHOLD POPULATION BY RACIAL/ETHNIC GROUP, 1975

Group	Income		
	Under $8,000	$8,000-17,999	Over $18,000
Mexican/Spanish Heritage	30%	51%	19%
Black	26%	54%	20%
Asian	16%	48%	36%
Total City	24%	47%	29%

The minority population in the City has a scattered distribution with no enclaves or exclusive census tracts, although the newer and more expensive tracts have a lower proportion of minority residents than the older ones.

MINORITY LOCATION, CITY OF SANTA CLARA, 1975

Census Tract	Mexican/Spanish Heritage	Black	Asian
5050	11%	5.0%	4%
5052	23%	1.0%	3%
5053	13%	1.0%	6%
5054	7%	1.0%	4%
5055	10%	0.1%	1%
5056	11%	0.3%	1%
5057	11%	0.4%	2%
5059	6%	0.5%	2%
5060	10%	0.2%	1%
5061	5%	0.6%	3%
City Total	10%	1.0%	3%

Minorities often have a disadvantage in the housing market due to generally lower incomes and the incidence of housing discrimination.

4. Available Housing Sites

Recent state legislation (AB 2853) requires that localities zone sufficient vacant land for residential use, affordable to all economic segments, consistent with the needs identified in a locality's General Plan and Housing Element. Santa Clara is attempting to follow this requirement to the extent that it is feasible. A number of constraints exist, however.

The greatest constraint is the city limits which were established in large part many years ago when Santa Clara was surrounded by annexations of San Jose and Sunnyvale. This has resulted in a situation where there is a lack of underutilized, underdeveloped, and/or vacant land appropriate to provide for a balanced community. Approximately 90 acres of vacant land is zoned or planned for residential development. Even with relatively high density development, the remaining vacant land would, in all likelyhood, provide no more than 2,500 additional housing units. Due to high jobs formation and the city's central location, demand for housing will continue to outstrip supply.

Moreover, 40 acres of this vacant land are located within the 65 Community Noise Equivalent Level Contour created by the San Jose Municipal Airport. Federal criteria for the location of subsidized housing would preclude its construction within this area. Of the remaining 50 acres which are planned for residential use, aproximately 20 acres are shown on the General Plan for single family development.

Additional potential sites for housing exist. These sites are not presently developed residential although some parcels are zoned or are planned for that use. Most of the currently vacant land suitable for housing is owned by public agencies such as the Santa Clara Unified School District. The following list shows those vacant parcels of substantial size. This list corresponds to the City's annually updated Housing Assistance Plan. No commitments should be assumed for the availability of these sites or for any required City approvals. Additional scrutiny may show residential development to be inappropriate for some of these sites.

POTENTIAL HOUSING SITES

Potential Housing Sites Map No.	Assessor's Parcel No.	Location	Current Zoning	Acreage	Estimated Potential Dwelling Units
3	97-08-013	East of Agnew Hospital	B	70.	1,200
4	216-15-024	North of Chromite Dr., east of Cortez Dr.	A	0.66	16
7	213-33-009, -012	South of Poinciana, east of Klamath Ave.	R3-25D	0.70	18
11	224-48-002, -006, -009, -012, -013	South of Civic Center Dr., west of Monroe	OG	1.78	44
13	269-23-023, -060	North of Franklin St., west of Alviso St.	CD	0.50	4
15	230-08-018, -020	South of Benton St., east of Sherman St.	CT	0.88	21
16	313-31-004, -005	South of Benton St., west of Lawrence Expwy. (Marchese property)	R1-6L	0.93& 15.63	300
17	270-23-019	Part of Lawrence Curtis Junior High School, south of Brookdale, east of Bing Dr.	B	10+	250
19	290-36-067	North of Homestead Rd., west of Los Olivos	R1-6L	2.06	60
20	269-44-014, -016	South of Bellomy St., west of Alviso St.	R1-6L	0.82	5
22	303-12-086	South of Pruneridge Ave., east of Saratoga Ave.	CN	1.25	31
23	294-38-001, -002	West side of Saratoga Ave., south of Estrella Dr.	R1-6L	1.69	12

POTENTIAL HOUSING SITES (CONTINUED)

Potential Housing Sites Map No.	Assessor's Parcel No.	Location	Current Zoning	Acreage	Estimated Potential Dwelling Units
24	303-17-048	North of Dorcich, west of N. Winchester Blvd.	A	12.03	300
25	303-18-012, -013	North and west of Cecil St.	R1-6L	0.45	3
26	Portion of 216-25-003	Jefferson Junior High School, north of Monroe St., east of Lawrence Expwy.	B	13.66	340

5. Housing Construction to 1985

An estimated 37,108 dwelling units are projected to be in the city by 1985. This is an increase of 2,350 units over the 1980 figure, or an average of 470 new units per year. Between 1975 and 1980, 499 units were built per year. Approximately 59 percent of these units were single family and 40 percent were multi-family. High interest rates and decreasing vacant land kept new starts in 1980 to 220 units. None of these starts were multi-family apartment housing.

Population estimates of 91,375 for 1985 assume that the average city household size will remain near the present figure of 2.5 persons per household. These increases will not be adequate to match the formation of new jobs in the area. The increasing shortfall of housing relative to jobs will be exacerbated by the continuing trend in smaller household size. Only sustained high density high-rise development could make a substantial contribution to reducing this shortfall. It does not appear likely, however, that this will occur.

6. Fair Share Housing Need Allocation

The Fair Share Allocation process provides a basis for all localities within any given housing market to equitably share in responding to the housing needs of the area's non-market rate households. The State Department of Housing and Community Development has projected the fair share number of non-market rate households for Santa Clara to remain at the present rate of 38 percent in 1985. Santa Clara presently meets its fair share with 12,862 non-market rate households. Santa Clara should be able to meet its projected Fair Share of 13,889 non-market rate households for 1985.

Non-market rate households are those which cannot pay existing housing costs without sacrificing other essential needs. In Santa Clara, non-market rate households include not only low and moderate income (defined as less than 80 percent of the median income) but also many households earning 80-120 percent of the median. None of the latter can afford to purchase a home without an unusually large down payment.

This Fair Share need represents both met and unmet needs. Met needs are those non-market rate households in Santa Clara paying less than 25 percent of their income for housing. Unmet needs are those non-market rate households in the city determined to be in need of housing assistance because they paid more than 25 percent of their income for housing.

Calculating the Fair Share and Unmet Need

1975 Households		29,574
1975 Fair Share (Non-market rate households)	(38%)	11,578
1975 Unmet Need	(37%)	4,310
1980 Households		33,847
1980 Fair Share (Non-market rate households)	(38%)	12,862
1980 Unmet Need	(37%)	4,759

As the preceding table indicates, approximately 37 percent of Santa Clara's non-market rate households pay more than 25 percent of their income for housing. Despite the City's best efforts, it is expected that this percentage of Santa Clara's non-market rate households will continue to pay more than one fourth of their income for shelter in 1985.

1985 Dwelling Unit Estimate		37,108
1985 Households Estimate (1.5% vacancy)		36,551
1985 Fair Share (Non-market rate households)	(38%)	13,889
1985 Unmet Need	(37%)	5,139
Family	(78%)	4,008
Large Family	(05%)	257
Elderly	(17%)	874

Approximately 4,008 of the 1985 households paying more than 25 percent of their incomes for housing will be Small Families (one to four persons per household), 257 will be Large Families (five or more persons per household) and 874 will be Elderly (generally one- or two-person households, 62 years of age or older). The high cost of housing results in renting remaining the only viable housing alternative for most non-market rate households in Santa Clara who don't already own their homes. With April 1981 Fair Market Rents of $401 per month for a one-bedroom units as an example*, non-market rate households will continue to be hard pressed even for rental housing that is affordable.

*1981 Fair Market Rents for various units sizes on Santa Clara, listed on p. 20.

7. Housing Market Problems

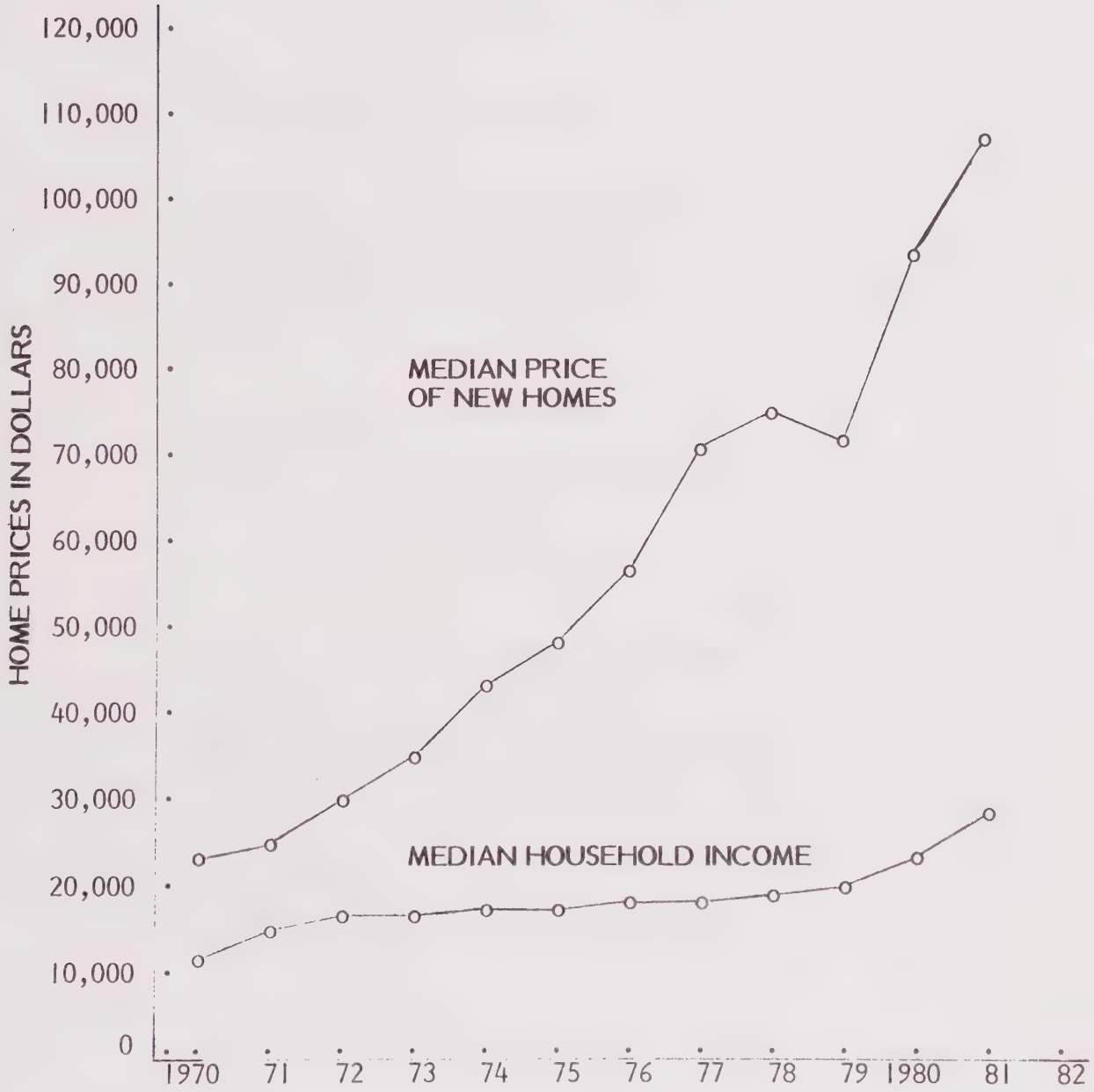
a. Rising Housing Costs

The issue of most concern in the housing market is the rapidly rising cost of housing. The increases have been highest in housing for sale, but rents have also been increasing. Although many factors contribute to this increase, the primary cause is the strong demand for housing in excess of what the market can supply. While there has been a softening or slowdown in housing price increases in recent months, a growing number of households simply cannot find enough houses and apartments to live in. More people are willing to pay higher prices to get the housing they need or desire.

Although housing costs were rising gradually thoughout the 1960s, income during that period was also rising and the average household kept up with housing costs. In the 1970s, however, this changed.

Beginning in 1971, rising housing costs far exceeded increases in income. The relationship between the rising value of homes and the median household income is portrayed in the following graph.

MEDIAN HOUSEHOLD INCOME AND MEDIAN PRICE OF NEW HOMES
OCCUPIED IN SANTA CLARA COUNTY
1970—1981



Source - Santa Clara County Planning Dept.
City of Santa Clara Planning Dept.

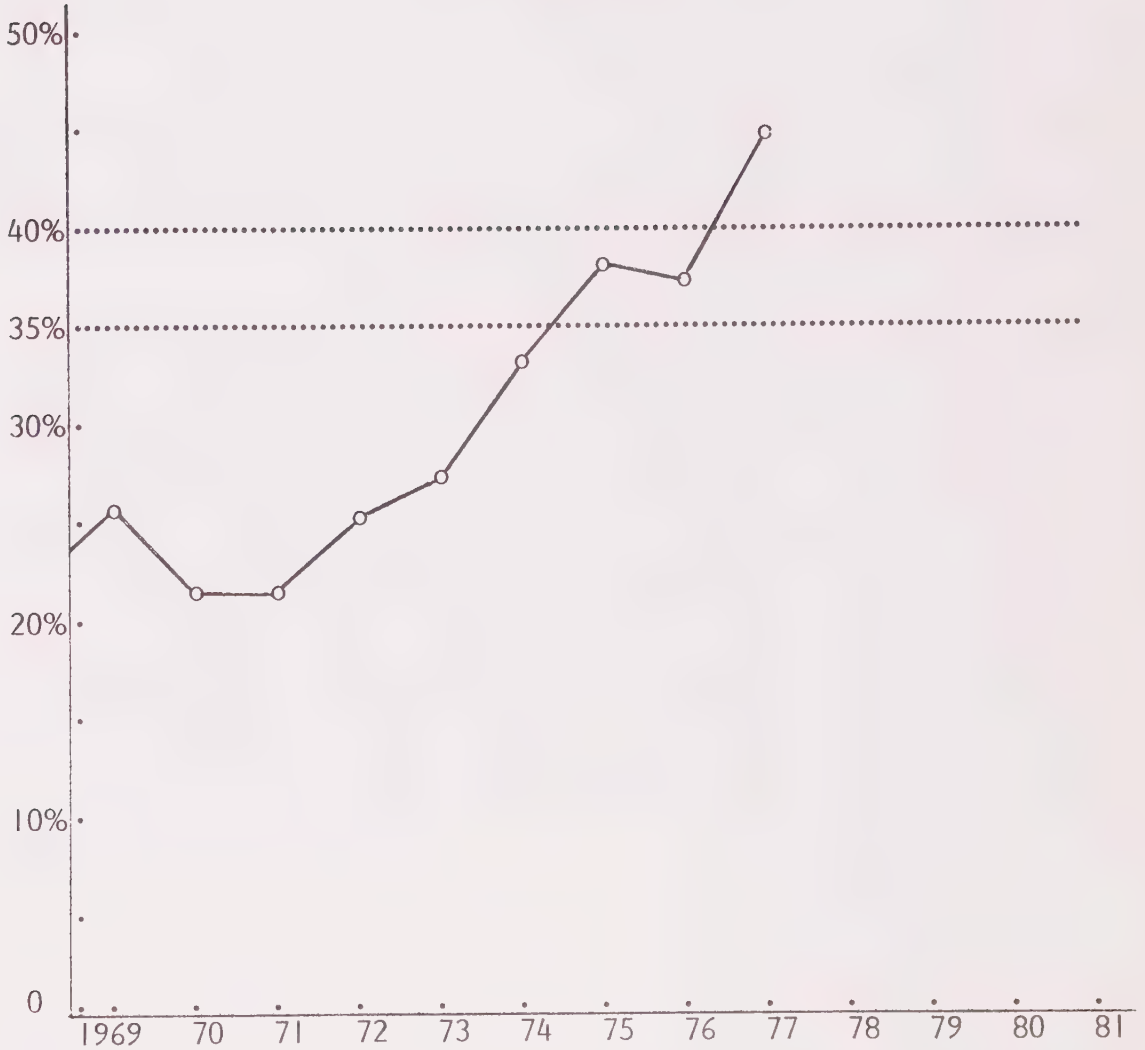
The relationship between housing costs and income is best illustrated by the monthly housing cost.

MONTHLY SHELTER COSTS

AS A PERCENTAGE OF GROSS MONTHLY INCOME

MEDIAN PRICED NEW HOME—MEDIAN HOUSEHOLD INCOME

SANTA CLARA COUNTY
1968- 1981



Source - Santa Clara County Planning Dept.
City of Santa Clara Planning Dept.

1. Sale prices

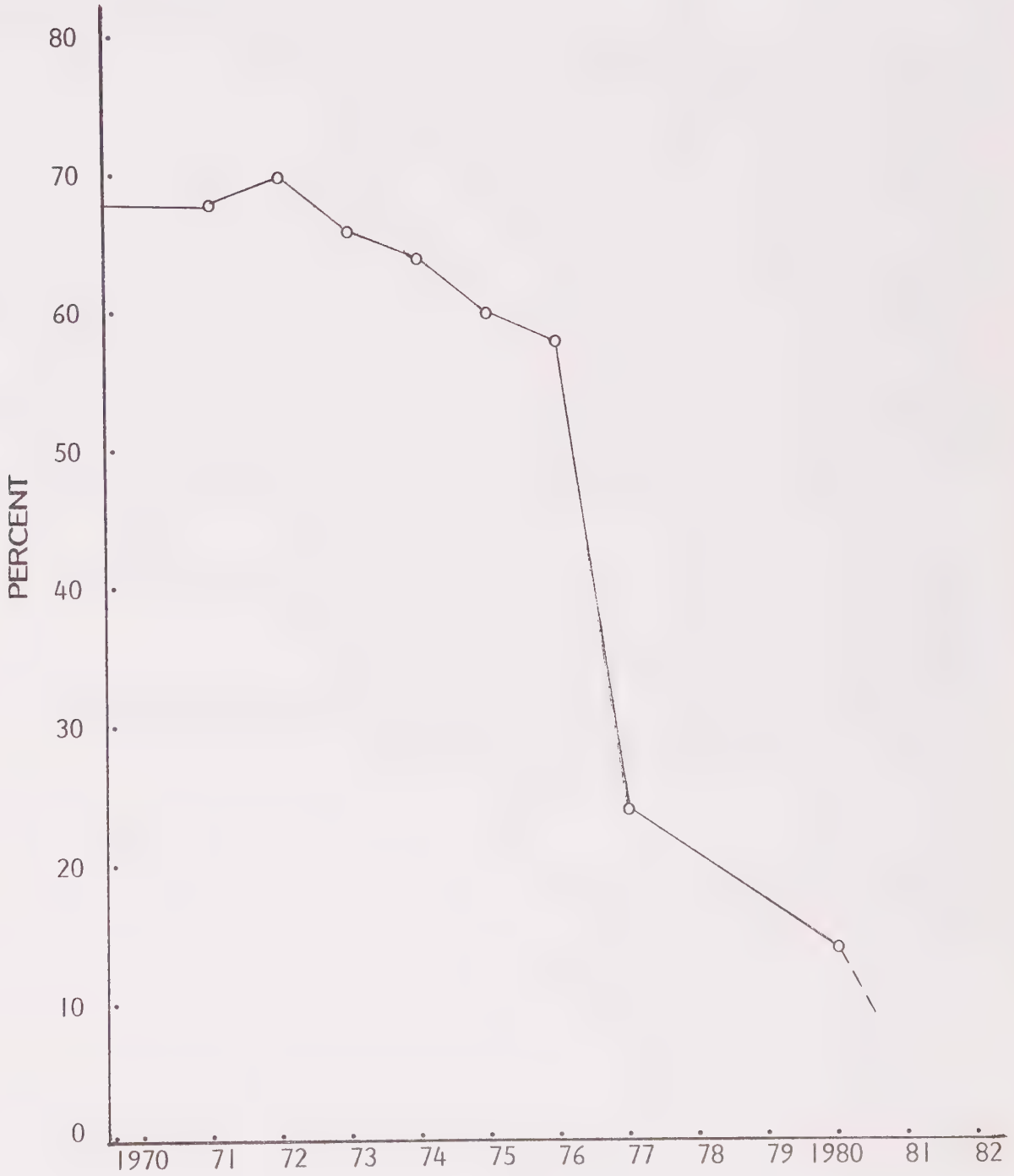
The majority of households pay from 35 to 40 percent for shelter on a monthly basis. The City total is slightly below the comparable County total.

The lowest price for single family housing in the City of Santa Clara in May 1981 was $90,000. The median price was $110,000. This figure is slightly below the county median and 18 percent higher than the preceding year. The median price of a condominium or townhouse during this time was $112,000, reflecting increasing costs for new construction despite higher densities.

The effect of these increases has been to severely reduce the number of households that can afford to buy a home. The chart on page 19 indicates that between 1972 and 1977, the percentage of households in the County able to buy the median priced new home dropped from almost 70 percent to 25 percent. This figure dropped to 16 percent in 1980 and is still declining.

The high costs of housing can be examined in more detail through an example. Assume a moderately priced two-bedroom, 1200 square foot single family home was available for purchase in May 1981 for $112,000. Using $12,000 as approximately a 10 percent down payment would leave a balance of $100,000. A moderate market interest rate of 15 percent applied to a conventional 30-year mortgage would require house payments of approximately $1250 per month or $15,000 per year. If these payments constituted 40 percent of total income, then a household income of $3125 per month or $37,500 per year is necessary to qualify for a standard loan on this home. With median household incomes in Santa Clara County approaching $28,000 in mid-year 1981, most first-time home buyers could not qualify for this loan. Even with two incomes, many households in Santa Clara are hard pressed to make payments on a new home.

PERCENT OF HOUSEHOLDS ABLE TO PURCHASE MEDIAN PRICES NEW HOME IN SANTA CLARA COUNTY



Source - Santa Clara County Planning Dept.
City of Santa Clara Planning Dept.

2. Rents

Rents have also been increasing in the City over this period, although not as dramatically as new home ownership. A survey of apartments in Santa Clara County made between 1973 and 1976 found that rental rates increased about 23 percent for one-bedroom and 20 percent for two-bedroom units. Indications from the Voluntary Rent Increase Mediation Program are that this rate has increased to 10 to 20 percent annually in recent years. Documentation from the Voluntary Rent Increase Mediation Program report to the City Council for January 1980 through June 1981 showed that many of the highest rent increases in the city are due to new ownership. Quite often a new owner of an apartment complex will need a higher cash intake, in the form of higher rents, to make the higher mortgage payments. If ownership turns over regularly, this can drive up rents at a rapid rate, forcing renters to devote a greater percentage of their income for housing. Again, demand and the rising costs of construction and operation are behind these increases. Apartment rents vary substantially, based on age and characteristics, but new one-bedroom apartments in 1981 rent for over $400 a month.

HOUSING AUTHORITY OF THE COUNTY OF SANTA CLARA

Section 8 Housing Assistance Payments Program

FAIR MARKET RENT SCHEDULE

Effective Date: APRIL 27, 1981

FMR - Maximum allowable gross rents, including utility allowances.
UNIT CONDITION AND LOCATION ARE A CONSIDERATION IN DETERMINING RENT REASONABLENESS

	NUMBER OF BEDROOMS				
FMR for:	Studio	1	2	3	4
Santa Clara	$329	$401	$483	$645	$696

This "Fair Market Rent" figure was compiled by the Regional Office of the Department of Housing and Urban Development (HUD). Fair Market Rents are intended to reflect the maximum upper limit of common rents charged for existing standard housing units of various sizes in Santa Clara County. They are amended regularly by HUD in response to changing rental market information and public comments.

The Fair Market Rent figures are used by HUD, by the State, and by local governments to estimate the need and eligibility of individuals and households for various rent subsidy programs.

b. Shortage of Residential Land

The strong demand for housing is primarily the result of employment growth in the electronics industry. A major obstacle to expanding the housing supply to meet this demand in Santa Clara is the lack of available residential land. The established boundaries of the City as well as the allocation of basic land uses have strictly limited potential residential sites. In response to the pressure for more housing, the City has permitted residential development of under-utilized commercial property and surplus public lands such as school sites. Conversion of industrial land to residential use is not feasible. Vacant industrial property is intermixed with developed industrial parcels and has no residential services such as nearby schools or parks. The close proximity of industrial and residential uses is not considered desirable by either residents or industrial interests. Additionally, due to the noise generated by the San Jose Municipal Airport, the Airport Land Use Commission has recommended that the City restrict new residential development to infill areas where affected by the 65 Community Noise Equivalent Level contour.

The City is committed to maintaining the quality of the neighborhood environment and has not favored the replacement of single family homes with higher density developments in most areas. The General Plan does indicate some areas in the older part of town where conversion to higher density uses is permitted. In addition, on vacant parcels in residential areas, the City has been approving higher density developments. Lack of mobility continues to be a problem in many of the City's residential areas as lower property taxes and relatively high inflation rates encourage many howeowners to stay in housing that is oversized for their needs.

As a result of these residential constraints, total vacant residential land remaining in the City is approximately 90 acres. Not only does this shortage increase the cost of the remaining land, but it also limits the City's ability to influence housing production.

c. Maintenance of Existing Housing Stock

Over half of Santa Clara's housing units are 20 years or older. As housing units age, maintenance requirements increase. Unless regular investment in upkeep is made, housing can deteriorate. The effects of this decline are not limited to the individual structure but can also affect surrounding properties. If nearby owners also decide that further maintenance is financially impossible or not a worthwhile investment, the process can accelerate and negatively affect the image of the entire neighborhood.

Santa Clara is fortunate because its desirability as a place to live has encouraged residential maintenance in most areas. However, in the Old Quad and Agnew Village, and in individual units among the newer housing, dwelling units have begun to deteriorate. A lack of appropriate resources, including low incomes and physical limitations, can prevent adequate maintenance. A lack of maintenance by certain households can threaten both the individual health and safety of the occupants and the appearance of the neighborhood. The City's Housing and Community Development Division is responding to this decline in part by inspecting single family homes on a request and complaint basis, providing advice and City assistance where possible to correct problems.

d. Housing Discrimination

Discrimination restricts the accessibility of a dwelling to people who otherwise can afford it. Discrimination on the basis of arbitrary factors such as national origin, race, color, sex, marital status, religion, age, handicap, and families with children is prohibited by federal and state law. Where this practice exists it prevents some residents from renting or buying the housing of their choice. It may also lead to segregated neighborhoods and the perpetuation of negative attitudes between racial and ethnic groups. The incidence of alleged illegal housing discrimination in the City of Santa Clara is minimal.

Families with children are increasingly discriminated against in the rental market. Many apartment owners and managers have decided that the presence of children bothers other tenants and increases damage to their property. The result is a disproportionate shortage of apartments that will rent to families with children. To assess the degree of this discrimination, a survey of rental housing in the City was made in February 1979. Covering over 5,000 units out of the 13,500 existing, the survey found that less than 10 percent were available to families with children.

This discrimination against children has serious consequences. For families, it makes the search for suitable housing more difficult and more expensive when found. For the City, it increases the effects of reduced household size and declining student enrollment by forcing families with children to seek housing elsewhere.

e. Lack of New Rental Construction

The declining profitability of apartment ownership, reflected in unfavorable tax status for investor/owners, the increased costs of construction, financing, labor, and materials, and a concern about rent control has virtually eliminated new rental construction in this

area. This is a national problem that is difficult to solve at a local level. New projects that in the past would have been apartments are being built as condominiums and townhouses. This increases the pressure for the existing rentals, causing waiting lists and higher rents.

As rents increase relative to carrying costs, this situation may improve but only at the expense of many renters who will have to pay a greater share of their income for housing.

f. Condominium Conversions

Changes in tax depreciation allowances and the rate of return on apartments have greatly increased the financial incentives for apartment owners to convert to condominiums. Such conversions can open new ownership opportunities at lower cost than new construction, but also reduce available rental units and displace tenants unable or unwilling to purchase their units.

The City believes that condominium ownership should be regulated differently than rental housing. Mobility is much higher for renters and enables them to leave an unsatisfactory situation. Owners cannot sell and move on with such ease. Further, in an apartment, the manager is available to mediate disputes and can evict problem-causing tenants. In a condominium, each owner has as much right as the other to remain. Because of these differences, Santa Clara requires that condominiums have a higher standard of design to better protect owners from the adverse impact of other owners and to ensure proper operation of the physical plant. Conversions must meet the most restrictive standards of the City's Planned Development Ordinance with respect to open space, circulation, density, off-street parking, noise protection, and other conditions. These zoning and building code requirements must be met in such a way as to form a sufficiently unified and integrated project of high quality.

Santa Clara has approved 1,094 rental units for conversion which represents approximately 7 percent of the total rental supply in the city. The criteria for identifying potential conversion candidates include the number of units, attractive landscaped areas, a mix of one and two bedroom units at the larger end of the size range, and recent enough construction to minimize the upgrading required to meet current standards. Larger complexes of one hundred units or more are most suitable due to the financial base for the homeowners' association and the small market for purchase as a single complex. Smaller complexes below 50 units cannot afford professional management.

Using these guidelines, an additional 12 percent of the city's rental housing or 1,800 units may be appropriate for conversion. It must be

stressed that no contact has been made with any owners of these units and all or none of the above may be actually considering conversion. It must also be stressed that the City Council has not committed itself to allowing additional conversions at this time. Conversion of additional units would have an increasingly adverse effect on existing renters. The ability of young and moderately paid workers who choose the renter lifestyle or cannot afford ownership to live near Santa Clara's electronics industries would also be reduced.

In 1980, the City of Santa Clara had a ratio of 52 percent owner- and 48 percent renter-occupied units due to the slightly higher construction rate of owner-occupied dwellings over previous years. After presently approved condominium conversions are completed, the ratio will change to 55 percent owner- and 45 percent renter-occupied dwelling units. An increase in the number of units occupied by owners can have a stablizing effect on the community but must be balanced with the needs of residents requiring rentals. Conversions occurring in the next few years should be monitored for their effects on existing tenants and the rental market.

g. Reduced Housing Mobility

During a person's lifetime, housing requirements vary dramatically, depending on family size, age, and lifestyle. Increasing interest rates, no new rental construction, little private ownership construction, and increasing housing costs discourage a move to more suitable housing as family needs change. Many young adults who can't afford the high cost of becoming homeowners are staying at home with their parents or facing an increasingly tight and expensive rental housing market. Older renters are facing reduced mobility. Quite often they have been long-term residents of a complex and enjoy rents somewhat below the present market rate. A move to another apartment complex would then quite often involve the burden of a high rent that is closer to market rate.

Older owners are facing problems of mobility as well. They find great financial disincentives in the form of higher property taxes, mortgages, and interest rates in moving and continued lower housing costs if they remain in their present three- and four-bedroom homes. Although many of these households' children have grown up and moved away, the parents feel compelled to remain in their existing homes. A paradox results where many young adults who are renting cannot afford home ownership even if they "double-up" and combine incomes, while many Santa Clara homeowners nearing retirement age live in homes that are oversized for their needs. All these trends are, again, a national phenomena, particularly in many older, primarily built-out metropolitan areas.

h. Shared Housing

Increasing competition is occurring between retired people in Santa Clara and the increasing number of workers who wish to live near their jobs. The combination of a housing shortage, increasing costs, and smaller household size is causing residents to "double-up" in their homes. Elderly, single, and single parent households are beginning to take advantage of lower housing costs and the social interaction that shared housing can provide. The community benefits from the reduced demand for housing and the more efficient use of existing residential space which creates a net gain.

There are problems, however, as "doubling-up" becomes more common. More people means more cars, more noise, and more wear on the structure. At the extreme, overcrowding can result in adverse effects on neighborhood quality, social relations, and public services.

The City's definition of a family in the Zoning Ordinance is an important regulation in this situation. It must be worded to balance the pressures of the housing market with the City's housing and neighborhood objectives.

i. Manufactured Housing

Manufactured housing includes mobile and modular homes. Mobile homes are built in a factory and transported to a site where they are installed on a foundation and connected to utilities. Modular houses are constructed on site out of pre-assembled panels or rooms. Because manufactured housing uses less skilled labor, less time, indoor construction and economies of scale, the construction costs are usually less than conventional techniques.

Modular construction meets the Uniform Building code and is treated like conventional construction in Santa Clara.

Mobile homes, on the other hand, have traditionally been restricted due to their lower construction standards, portability, and visual contrast with conventional housing. In Santa Clara, mobile homes are permitted only in mobile home parks. A special zone district, R3-M, exists for such parks which sets design standards. These parks are inspected annually by the City to ensure adequate maintenance in accord with the State Mobile Home Parks Act.

In 1981 there were six parks in Santa Clara with 426 mobile homes. Three were zoned R3-M and three were non-conforming uses in commercial or industrial zones. Four of the parks with 283 units are located within the noise impact zone of the San Jose Municipal Airport. The Airport Vicinity Area Plan proposes removal of these parks to resolve the noise conflict.

State legislation has changed the status of mobile homes by making new ones placed on permanent foundations subject to property taxation instead of vehicular fees and by requiring them to be permitted in single family zones. Local jurisdictions have the option of allowing a mobile home on any single family lot subject only to roof and siding requirements or designating certain single family areas where they would be permitted.

National construction standards and aesthetic improvements have made new mobile homes much closer to conventional housing in quality and appearance. With appropriate roof and siding materials, mobile homes would be placed in many subdivisions in the city and be indistinguishible from the existing homes. Given the high price of undeveloped residentially zoned land in the City and the incompatibility of some of this land with surrounding industrial, office, and commercial uses, little additional mobile home development is anticipated.

j. Special Needs of Identifiable Groups

1. Seniors

Persons age 65 and older are the largest group within the city having special housing needs. In 1975, there were 5,297 persons in this group, representing 6.4 percent of the city's population. People over 65 are generally retired and living on a fixed income. The major problem is the low level of the benefits received which places such persons in the low income category with all the accompanying difficulties. This disadvantage is compounded by the present rate of inflation which steadily reduces the buying power of what little income is available. In 1975, there were 777 elderly persons living on incomes below the poverty level. In addition to the high proportion with inadequate incomes, the elderly have special housing needs related to their lesser ability to maintain a housing structure and physical limitations in climbing stairs, preparing adequate meals, mobility and access to needed facilities.

The special census tabulation of units by living conditions in 1970 indicated that 1,265 elderly-occupied units had inadequate living conditions. Senior citizen housing developments in the City have long waiting lists. The County Housing Authority also has a long waiting list of elderly persons wishing to apply for Section 8 Leased Housing Certificates or for its subsidized rental units in Santa Clara.

Over 800 of the City's elderly were estimated to be paying more than 25 percent of their incomes for housing in 1980. A significant number of Santa Clara's elderly who are overpaying for housing are homeowners. Many of them live downtown in older homes that are in need of substantial maintenance.

Several areas in Santa Clara have higher percentages of elderly residents than would be expected from an even distribution of population. In census tracts 5056, 5057, and 5059, residents age 65 years or older comprise 14 to 17 percent of the tract population. This concentration is due to the age of the housing in these tracts. Most of the elderly are long time residents of the City with strong ties to their neighborhood. The City's Senior Citizen Center was sited in tract 5057 to centralize access for the greatest number of the City's elderly.

2. Large Families

A large family is defined as five or more nonelderly persons in a household. Large family households are estimated at 4,229, or 5 percent of the city's population in 1980. The estimated number of large family households projected for 1985 is 4,640.

The special housing needs of large families in 1970 have been incorporated into the census tabulation of inadequate living conditions through the use of the overcrowding factor. This tabulation indicated that there were 646 large families with inadequate housing. Large households can encounter difficulty in finding suitable housing, however, the City's average household size has decreased significantly from the 1960 figure of 3.6. The number of large families has declined relative to the larger housing units.

3. Female Head of Households/Single Parent

According to the 1975 County Census, there were 3,926 female headed households in the city. Thirty-eight percent of these households were estimated to require housing assistance. The estimate for 1980 is 4,502 female headed households. In addition to low income problems, the major housing obstacle facing these households is rental discrimination against children. Only 7 percent of the surveyed rental units in 1979 were available to families with children.

4. Racial/Ethnic Minority Groups

Minorities constituted 27 percent of the City's population in 1980, an increase of 7 percent from 1975.

The Hispanic community is the largest minority group in the City comprising 15 percent of the city's population in 1980. This figure is up substantially from the 1975 rate of 10 percent. A HUD tabulation indicated that in 1970 there were 1,012 Spanish surname households residing in inadequate living conditions. The figure estimated for 1980 is 1,269. This problem is greater proportionally for the Mexican-American community than it is for the city's population as a whole due to lower average incomes as reflected in the 1975 Census.

The Asian community is the next largest minority group in the City, comprising 9 percent of the population in 1980. This figure has tripled from the 1975 rate of 3 percent, reflecting in part, the continual migration of Filipinos and other Asiatic groups from cities such as San Francisco to the suburbs. The major jump has come from the rapid influx of refugees from other countries, such as the Vietnamese, who are attracted to Santa Clara because of its pleasant living environment and proximity to jobs. This influx and the high cost of local housing is beginning to create a problem of overcrowding in some of the City's residential areas.

The Black community in Santa Clara has increased from 1 percent to 2 percent of the City's population between 1975 and 1980. This is a substantial increase, again, influenced in part, by the City's proximity to jobs.

5. Handicapped Persons

The 1975 County Census identified 2,361 persons living in Santa Clara with physical handicaps. These included 232 with loss of limb, 402 with arthritis stiffness, and 542 with heart or blood related handicaps which could limit movement and, therefore, have a housing implication.

HOUSING POLICIES

As the basis for all subsequent policies, decisions and actions concerning housing, the City establishes the following housing policies and principles:

1. Encourage the provision of decent housing for all residents regardless of age, income, race, or ethnic background.

    a. Facilitate the provision of safe, sanitary, standard housing to accommodate a fair share of persons and families disadvantaged in the housing market.

    b. Permit housing construction consistent with the holding capacity established in the General Plan.

2. Encourage the provision of a variety of individual choices of housing tenure, type, and location, including higher density where possible.

    a. Facilitate the operation of the housing market so that suppliers and consumers can function more effectively. Seek to achieve the best fit between individual housing needs and housing provided.

3. Establish, maintain, and enhance the character, quality and liveability of residential areas.

    a. Eliminate housing deficiencies and prevent future blight through conservation, construction, rehabilitation, and removal.

    b. Maintain a strong Housing Inspection and Code Envorcement Program to ensure adequate maintenance of the housing stock.

    c. Encourage a full range of housing and employment opportunities, open space and adequate transportation facilities throughout all communities in the urban area of the County.

HOUSING PROGRAM

Housing Assistance Plan

Santa Clara's Housing Assistance Plan, adopted as part of the Community Development Program, establishes annual and three-year goals based on the needs of primarily low and moderate income households. The 1979-82 plan proposes assistance for 250 units of new rental construction, 300 units of existing rental housing and 150 owner-occupied units targeted for rehabilitation.

New construction of assisted housing is primarily financed through Federal Section 8 contracts. These funds are becoming increasingly limited, as are vacant sites, making new constuction a difficult task. Pending changes in legislation and congressional appropriations indicate a severe reduction in available funds and commitments for Section 8 nationwide.

Rental assistance for existing housing is administered by the County Housing Authority which subsidized 231 leased units with Section 8 funds in 1981. Low vacancies, high rents, and limited funds have hampered the attainment of assistance goals.

Rehabilitation is carried out by the City's Housing and Community Development and Housing Division. The Neighborhood Conservation and Improvement Program was budgeted at $540,000 according to the three-year plan.

The Housing Assistance Plan is updated annually to reflect changing conditions based on housing need and subsidy availability.

Section 8 Existing

The City of Santa Clara contracts with the Santa Clara County Public Housing Authority for administration of the Section 8 Leased Housing Payment Program. A total of 232 certificates are currently available to eligible low and moderate income families renting in Santa Clara. These 232 households pay only 25 percent of their incomes toward fair market rents to their landlords. The Department

of Housing and Urban Development (HUD) subsidizes the remainder of the rents.

The table below indicates housing occupancy by household type and by racial and ethnic groups for these certificate holders.

SECTION 8 LEASED HOUSING CERTIFICATE HOLDERS

	Caucasian	Black	American Indian/Alaskan Native	Hispanic	Asian/Pacific Islander	TOTAL
ELDERLY	142	2	0	30	1	175*
SMALL FAMILY	30	4	0	13	0	47**
LARGE FAMILY	3	1	0	5	1	10***
TOTAL						232

*Of this total, 155 were female headed households.
**Of this total, 40 were female headed households.
***Of this total, 6 were female headed households.

Source--City of Santa Clara
1980/81 Grantee Performance Report

Section 8 In-Place Subsidized Units

HUD promotes new assisted housing construction through a variety of mortgage financing and in-place rental subsidy programs. Currently, five complexes--Liberty Towers, Civic Plaza Apartments, Twin Pines Co-op, Lawrence Road Apartments, and The Boardwalk--provide 556 assisted units to qualified low and moderate income renters. Occupants of these assisted units also pay only one-fourth of their income for rent.

SECTION 8 IN-PLACE SUBSIDIZED UNITS

	Caucasian	Black	American Indian/Alaskan Native	Hispanic	Asian/Pacific Islander	TOTAL
ELDERLY	208	2	0	5	5	220*
SMALL FAMILY	306	8	0	11	4	329**
LARGE FAMILY	7	0	0	0	0	7***
TOTAL						556

*Of this total, 162 were female headed households.
**Of this total, 162 were female headed households.
***Of this total, none were female headed households.

Source—City of Santa Clara
1980/81 Grantee Performance Report

The above table indicates housing occupancy by household type and by racial and ethnic groups for these in-place assisted units.

Incentives for Affordable Housing

To encourage construction of additional low and moderate income units, there are a number of cost savings that the City can offer. If a developer agrees to use a housing subsidy program or to price units at a below market rate Santa Clara will consider the following incentives:

a. payment of development fees through Block Grant funds

b. provision of site improvements through Block Grant funds

c. increased number of units or building coverage where compatible with adjacent uses

d. encourage high density housing where appropriate.

e. preliminary environmental review, site clearance, and plan checking

f. financial assistance through a non-profit housing corporation to hold, lease, option and/or acquire potential sites

g. City acquisition program to provide for infill and assemblage of vacant or underutilized lots to create parcels of sufficient size for attractive development

h. combinations of City programs to provide affordable housing alternatives through development of higher density projects, shared housing, and the development of less costly, smaller units.

Increase Residential Land

In a city with fixed boundaries and little undeveloped property, additional residential land can only be gained by rezoning from other uses. Since 1977 Santa Clara has been supportive of such rezonings. Market pressure, as expressed in rising residential land values relative to commercial and industrial values, has reinforced this trend.

Between 1977 and 1981, 93 acres were rezoned from non-residential to residential use, permitting the construction of an additional 2,213 dwelling units. The major sources of this land were a 30 acre undeveloped industrial site, numerous small commercial lots, and surplus school sites. Suitable industrial and commercial property is being rapidly developed but excess schools and other institutional parcels may be available.

Requests for residential rezoning will continue to be considered on a case by case basis and approved if a suitable and compatible living environment can be achieved. It is expected that another 100 acres may be rezoned by 1985.

Increase Densities of New Residential Development

Santa Clara has been and will continue to approve new residential projects at higher densities than currently exist. The citywide net density is approximately eight units per acre, reflecting the preponderance of single family detached housing. Residential projects approved between 1978 and 1980, however, had an average net density of 18.4 units per acre. The most recent approvals in 1981 have been for condominium projects with a density of 30 units per acre. This escalation in density is a result of the strong demand for housing within a moderate commute of Silicon Valley employment

and the rising cost of land. Higher density enables costs to be spread over more units and thereby lowers the price of housing production.

In reviewing residential projects, Santa Clara will consider the General Plan densities, size of the property, physical design, adjacent uses, and service capacities. The General Plan land use map establishes the average densities of development throughout the city but specific projects may vary from these averages. Large parcels provide more opportunity for innovative design and compensating amenities, such as open space, recreation facilities, and buffer landscaping, that may justify higher densities. Sites that are separated from established single family areas have less neighborhood impact and opposition than those immediately adjacent. Traffic impacts are very important and locations with direct access to major city streets can support higher densities.

Mixed Use Developments

To encourage additional residential construction, Santa Clara will consider mixed use developments in appropriate areas in or near existing residential and commercial development. One of the original purposes of the City's PD zoning district was to permit such projects. The Marina Playa development was an early example of apartments and office use combined near the intersection of an expressway and major street.

Logical areas for mixed use are commercial zones near existing residential neighborhoods. These uses are not considered appropriate near industrial development. The downtown, El Camino Real, and Stevens Creek Boulevard commercial areas have potential for projects that include housing, offices, and stores.

The City can work with the private sector to provide for infill and assemblage of parcels.

Inventory of Potential Residential Sites

To stimulate and assist the private market, the City will maintain a current list of properties that may be suitable for housing. Public and private land that is zoned, planned, or possible for new residential development will be included and identified by location, owner, size, and current zoning.

Relocation Assistance

The City has a program under federal guidelines which provides relocation assistance and payments for persons and businesses

displaced by public projects. Under this program, Santa Clara will pay moving expenses and enable low and moderate income families to obtain comparable standard housing at a reasonable cost. Funds for this program are budgeted as part of the project that creates the need for relocation.

Shared Housing

One response to decreasing household size and incresing housing costs is a sharing of existing houses. Individuals, senior citizens, and single parent households can all take advantage of the three and four bedroom homes that are occupied by small households. Sharing can reduce the participants housing costs and make more efficient use of the housing stock. Vacated units are made available for other households.

Through Block Grant funds, Santa Clara supports the efforts of Project Match, a non-profit agency that provides free matching service for people with extra rooms in their homes and people needing housing. Originally for seniors only, Project Match has expanded to cover adults of all ages. The annual goal in Santa Clara is to provide 28 clients with affordable housing through shared housing.

Santa Clara also funds the efforts of the Catholic Social Services' Shared Housing project. Shared Housing provides matching services aimed at single parent households. Their annual goal in Santa Clara is to pair 40 households for shared housing arrangements.

Language in the current zoning ordinance will be considered for amendment to permit additional unrelated persons in a single housekeeping unit. Such a change will also better comply with recent court decisions setting aside distinctions based on family relationships.

Timely Processing

Santa Clara processes residential developments as quickly as possible given State mandated minimum review times, so this is not a major cost to developers. Complete applications not requiring an environmental impact report can be heard at the Planning Commission within four weeks of submittal. Typical planned developments can obtain zoning approvals within two months. Tentative maps can be processed simultaneously or sequentially.

A major factor in expediting review is the rapid distribution of plans to all affected City departments and other agencies. Comments are

returned to the Project Clearance Committee which resolves conflicts and establishes the conditions of approval.

Projects requiring an environmental impact report are processed with minimum review periods and combined EIR and rezoning hearings.

Condominium Conversions

Santa Clara may review conversion proposals and may grant additional approvals if projects

a. do not significantly diminish rental opportunities

b. meet the most restrictive standards of the City's Zoning Ordinance and Building Code to ensure a high quality of design

c. provide adequate incentives for tenant purchase

d. minimize tenant displacement and its costs.

Handicapped Accessibility

Using Block Grant funds, Santa Clara has been removing a variety of artificial barriers which impede access to public facilities. Primary targets have been the Civic Center, parks, libraries, multipurpose school rooms, and intersections near these facilities. The 1980/81 appropriation was $51,750.

Through the Building Codes, the City also enforces handicapped access in private development. Commercial and industrial buildings must provide handicapped parking and wheelchair access to at least the first floor and a set of public restrooms. In multiple family residential projects with 21 to 100 dwelling units, one unit must be completely accessible. For each additional 100 units or fraction thereof, another accessible unit must be provided.

Fair Housing Services

To reduce the occurance of illegal housing discrimination in Santa Clara, the City contracts with Operation Sentinal of the Stanford Mid-Peninsula Urban Coalition. Using the well publicized H-O-U-S-I-N-G phone number, Operation Sentinal provides information and referral, investigation, mediation, and litigation services relative to housing complaints and discrimination. The goal is to resolve 50 cases a year within Santa Clara.

Rent Mediation

In response to tenant complaints about rent increases, the City created a voluntary rent mediation program. Operation Sentinal of the Stanford Mid-Peninsula Urban Coalition provides a local phone number and a professional mediator. Tenants and owners are brought together to discuss their concerns. Resolution is voluntary and has been achieved in one third of the cases reaching mediation.

The first six months of the program (1980/81) generated 241 complaints reflecting an average annual rent increase of 26 percent.

Rent mediation is evaluated regularly by the City Council based on input from the City staff, Operation Sentinal, Tri-County Apartment Owners Association, and the Santa Clara Tenants Association.

Mobile Homes

In order to conform to state law to allow mobile homes in certain single family zones, the City's Zoning Ordinance will be recommended for amendment. Mobile homes on a permanent foundation can be compatible with many single family neighborhoods provided that the roofline, roofing, and siding are similar. Mobile homes will not be permitted in the Special Architectural Area where the historic structures and design criteria are not compatible.

The existing mobile home parks within the San Jose Airport noise impact area are in an unsuitable environment and will be phased out. San Jose's airport plans call for acquisition of these sites, relocation of the tenants, and redevelopment in a use consistent with the noise levels.

Housing Inspection

The City's Housing and Community Development Division finds it desirable to provide an on-going Housing Inspection and Code Enforcement Program to ensure maintenance of the housing stock. Every motel, hotel, domitory, mobile home park, and apartment building is inspected on an annual basis for housing code compliance, sanitary conditions, and fire safety. All units leased by the County Housing Authority are also inspected for compliance with federal standards. A voluntary survey, consisting of a random sample of the existing housing stock, is scheduled for completion in 1982.

Single family homes are inspected on a request and complaint basis, often at the time of sale. A fee for the requested inspections is charged so that this portion of the program is self-supporting. Santa Clara will consider expanding this program to cover more of these homes, particularly those over 20 years of age, whenever title to a residential property changes.

Neighborhood conditions are also a concern of the City through regulation of illegal business activities, keeping of small animals and fowl, and removal of abandoned vehicles.

Conservation of Older Homes

The City's Neighborhood Conservation and Improvement program includes no cost minor repair and exterior painting for qualified homeowners. Low and moderate income households which live in one of the target areas or are elderly, handicapped, or headed by a female are eligible. A City crew will fix broken windows, repair unsafe steps, and repaint the exterior as a grant. These conservation efforts are funded by Community Development Block Grants and can be used in combination with rehabilitiation loans to reduce the amount of the loan and provide an incentive for the owner to participate.

The annual goal is to improve 50 homes.

Rehabilitation of Substandard Dwellings

To improve the housing of low and moderate income owner/occupants and maintain the quality of older residential neighborhoods, Santa Clara subsidizes rehabilitation loans. Using Block Grant funds, loans are made available to qualified households at a zero to 12 percent interest rate. The City also provides inspection services, contractor selection, loan packaging, and financial counselling.

Target areas with a majority of low and moderate income households, defined as households earning between 50 percent to 120 percent of the countywide median income, have been designated. These areas include most of the substandard and deteriorating dwellings in the city. Households with special needs, including the elderly, handicapped, and female-headed, are eligible on a citywide basis.

The annual goal is to rehabilitate 50 dwellings.

Preservation of Historic Housing

The Historic Preservation Element identifies a number of local programs that can be applied to historic housing. The neighborhood improvement efforts are sensitive to the special design considerations of historic properties to ensure compatibility with the original style.

V-C HOUSING

1. INTRODUCTION

The Federal Housing Act of 1949 established a national goal of a "decent house and a suitable living environment for every American family". Subsequent legislation at both the national and state levels has led local jurisdictions to become directly and consciously involved in the provision of adequate housing for their residents. California State Planning Law requires that a housing element be adopted as part of a jurisdiction's General Plan which will make "adequate provision for the housing needs of all economic segemnts of the community". The basis of such a housing element is an analysis of the housing market as it operates in the jurisdiction and a formulation of appropriate goals and policies to address problems of the existing market.

The local housing market is dominated by the employment growth of the electronics industry. Electronics firms are concentrated in a corridor along the Bayshore Freeway with Santa Clara in the middle. This industrial development is the primary wealth of the Santa Clara Valley and will continue to expand in the near future.

As a result of this growth, the City of Santa Clara (and other cities in the corridor) does not, nor can it in the future, house all those who wish to live close to the electronics complex while still maintaining the quality of its residential neighborhoods. The strong demand for housing, coupled with limited new consturction, is pushing housing costs beyond the reach of many residents.

2. INVENTORY

The City of Santa Clara had 33,648 dwelling units in 1978. Most of these units were constructed since 1950 to accommodate the rapid population growth that began soon after the war.

1978 HOUSING STOCK, CITY OF SANTA CLARA

Type of Structure	Number	Percent of Total
Single Family	19,783	59%
Multi Family	13,439	40%
Mobile Homes	426	1%
	33,648	100%

The vacancy rate was about 2% at the time of the 1975 census and has decreased even further since then. The City's housing stock is not adequate to meet the demand of what is a regional market.

Existing units are well distributed in terms of unit size.

1970 UNIT SIZE, CITY OF SANTA CLARA

	Number of Units
1 Room	289
2 Room	867
3 Room	4,073
4 Room	5,882
5 Room	7,212
6 Room	6,470
7 Room	2,213

	Number of Units
8 Room	645
9+ Room	199

Median Size, 5.1 rooms

Only 6% of the households had more than one person per room and, of these, only 1% had more than one and one-half persons per room.

The following table displays the cost range of the City's housing costs in 1975.

MONTHLY HOUSING COSTS, CITY OF SANTA CLARA, 1975 CENSUS

Cost	Number	Percent of City Total	Comparable County Figures
Zero	1,986	8%	8%
$1-99	1,219	5%	6%
$100-149	4,455	18%	15%
$150-199	7,886	32%	26%
$200-249	5,307	21%	19%
$250-299	2,447	10%	11%
$300-399	1,262	5%	10%
$400-499	268	1%	3%
$500-599	73	0.3%	1%
$600+	98	0.4%	1%

The City's housing stock is in good condition overall as indicated by the 1970 Census and a 1975 local survey.

SUBSTANDARD INDICES, CITY OF SANTA CLARA
1970 CENSUS

Index	Number of Units	% of Total
Overcrowding		
1.01-1.5 persons per room	1,473	5.3
Over 1.5 persons per room	290	1.0
Low Value		
Owner occupied below $15,000	479	1.8
Rental below $100 per month	1,278	4.6
Lacking complete kitchen	138	0.5
No direct access	14	0.1
Lacking complete plumbing	107	0.4

The City's Housing Division made an exterior housing survey in 1975 of all single family buildings. Of the 18,397 homes surveyed, 95% were judged to be in standard condition and 0.7% (128 units) needed major repairs. Most of those needing rehabilitation were in the Old Quad.

Those housing units with problems were concentrated in the pre-World War II housing area--the Old Quad and Agnew Village. The only other tract that has substantially more than its expected share of units in substandard condition is in an industrial area. This can be explained by the lack of residential zoning protection which makes owners reluctant to invest additional money on upkeep and repairs.

3. LOCAL MARKET

The basic components of market demand are total number of households, their size and incomes.

HOUSEHOLD SIZE, CITY OF SANTA CLARA, 1975 CENSUS

Household Size	Number of Households	% of Total
1 person	6,314	21%
2	9,835	33%
3	5,241	18%
4	4,482	15%
5	2,250	8%
6	899	3%
7	331	1%
8+	222	1%
Total Households	29,574	
Average Size	2.72 persons per household	

HOUSEHOLD INCOME, CITY OF SANTA CLARA, 1975

Income	Percent of City Total	Comparable County Figure
Under $2,000	4%	3%
2,000-5,999	13%	12%
6,000-9,999	16%	14%
10,000-13,999	20%	18%
14,000-17,999	19%	17%
18,000-23,999	17%	19%
24,000-29,999	7%	9%

Income	Percent of City Total	Comparable County Figure
30,000-39,999	3%	5%
40,000+	1%	3%
Median Household Income	$13,456	$14,566

HOUSEHOLD TENURE, CITY OF SANTA CLARA
1975 CENSUS

Tenure	Number of Households	% of Total
Owned	14,718	51%
Rented	14,081	49%

Minorities often have a disadvantage in the housing market, due to generally lower incomes and housing discrimination. In Santa Clara in 1975, minorities constituted 20% of the population.

HOUSEHOLD POPULATION BY RACIAL/ETHNIC GROUP, 1975

Group	Number	Percent
Caucasian	64,484	80%
Mexican/Spanish Heritage	7,820	10%
Black	991	1%
Asian	2,658	3%
Other/Unknown	4,581	6%

As the following table indicates, minority incomes in Santa Clara differ widely. Mexican/Spanish heritage incomes are lower than

the City's average, Black incomes are close to average and Asian incomes are higher.

HOUSEHOLD POPULATION BY RACIAL/ETHNIC GROUP, 1975

Group	Income		
	Under $8,000	$8,000-17,999	Over $18,000
Mexican/Spanish Heritage	30%	51%	19%
Black	26%	54%	20%
Asian	16%	48%	36%
Total City	24%	47%	29%

The distribution of minority population in the City is scattered with no enclaves or exclusive census tracts, although the newer and more expensive tracts have a lower proportion of minority residents than the older ones.

MINORITY LOCATION, CITY OF SANTA CLARA, 1975

Census Tract	Mexican/Spanish Heritage	Black	Asian
5050	11%	5%	4%
5052	23%	1%	3%
5053	13%	1%	6%
5054	7%	1%	4%
5055	10%	0.1%	1%
5056	11%	0.3%	1%
5057	11%	0.4%	2%
5059	6%	0.5%	2%
5060	8%	0.2%	1%
5060	5%	0.6%	3%

Census Tract	Mexican/Spanish Heritage	Black	Asian
5061	5%	0.6%	3%
City Total	10%	1%	3%

The elderly, comprising 5% of the population, are another segment of the population that is often disadvantaged in the existing housing market. People over 65 are generally retired and living on a fixed income. The major problem is the low level of the benefits received which place such persons in the low income category with all the accompanying difficulties. This disadvantage is compounded by the present rate of inflation which steadily reduces the buying power of what little income is available. Physical problems arise from the inability of some elderly people to adequately maintain their homes. Particularly in older units where repairs are regularly needed, elderly residents may find their homes deteriorating.

Large households can also encounter difficulty in finding suitable housing, however, the City's average household size, 2.72, is a substantial drop from the 1960 figure of 3.57. The number of large families has declined relative to the available larger housing units.

1. HOUSING MARKET PROBLEMS

a. Rising Housing Costs

The issue of most concern in the housing market is the rapidly rising cost of housing. The increases have been highest in housing for sale, but rents have also been increasing. Although many factors contribute to this increase, the primary cause is the strong demand for housing in excess of what the market can supply. A growing number of households simply cannot find enough houses and apartments. More people are willing to pay higher prices to get the housing they desire.

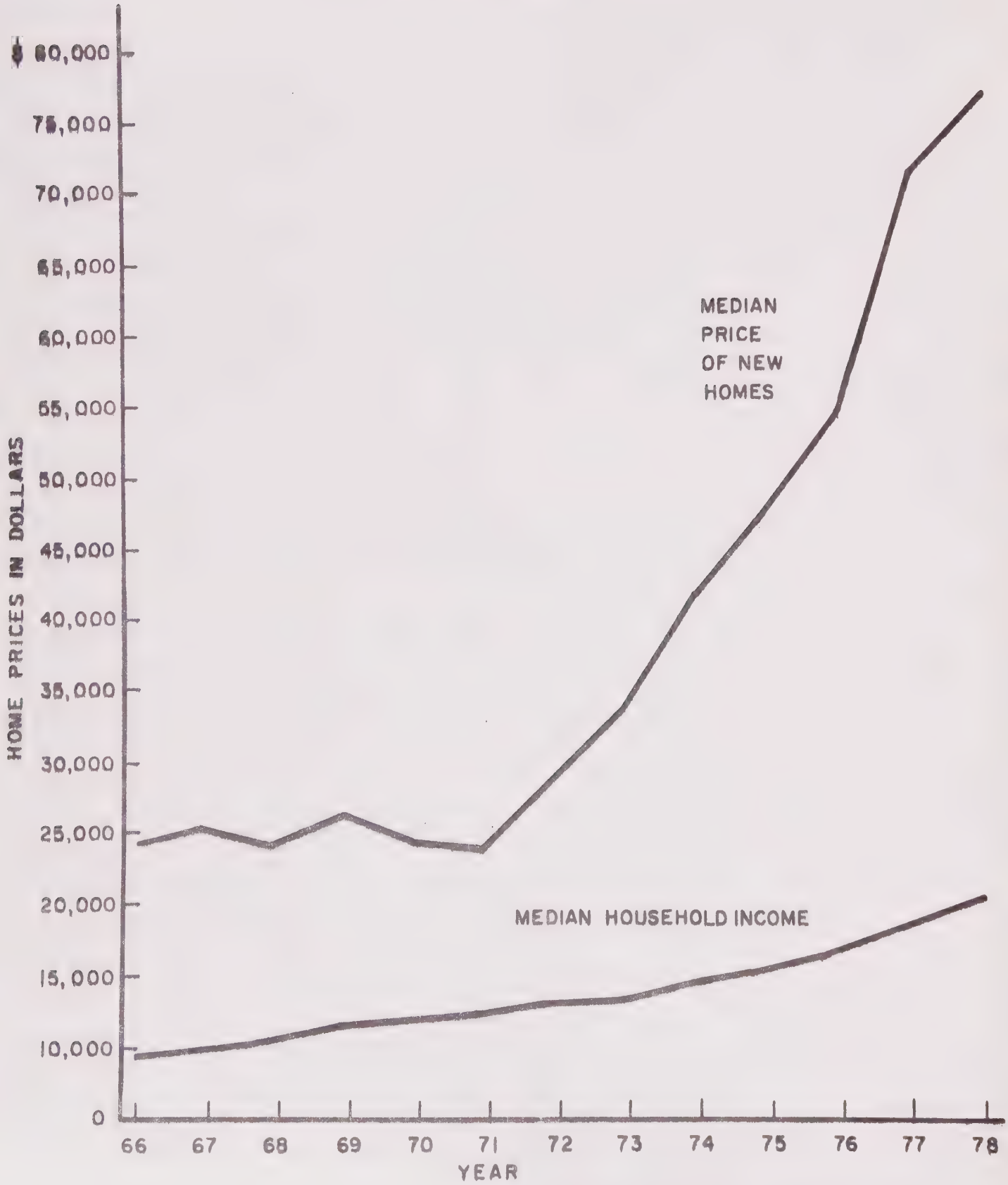
Although housing costs were rising gradually throughout the 1960's, income during that period was also rising and the average household kept up with housing costs. In the 1970's, however, this changed.

Beginning in 1971, rising housing costs far exceeded increases in income. The relationship between the rising value of homes and the median household income is portrayed in the following graph (Page 10).

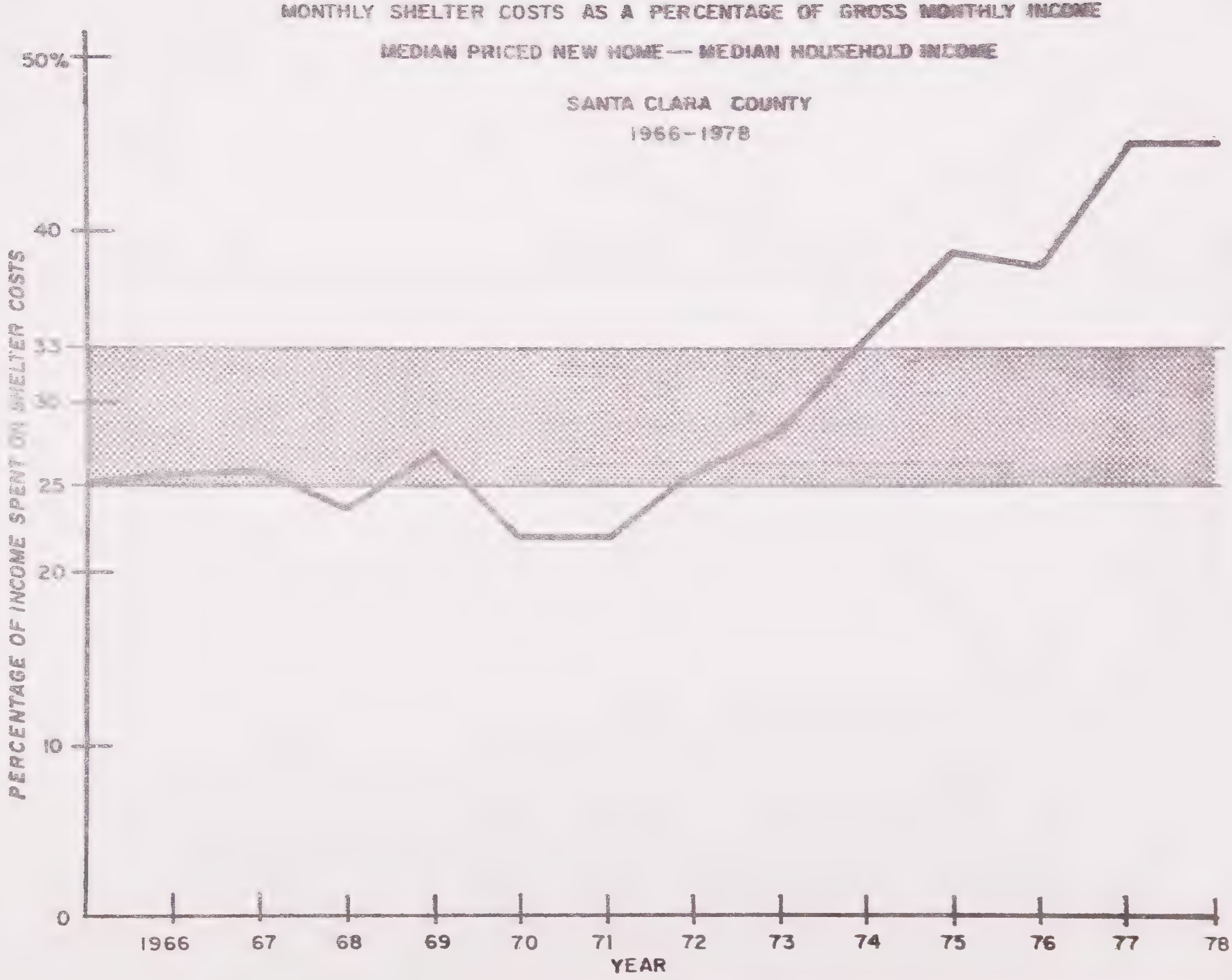
The relationship between housing costs and income is best illustrated by the monthly housing cost. The graph on Page 11 indicates the increasing percentage of monthly income that must be used to pay for the median priced new home.

The effect of these increases has been to severely reduce the number of households that can afford to buy a home. The chart on Page 12 indicates that between 1972 and 1977, the percentage of households

MEDIAN HOUSEHOLD INCOME AND MEDIAN PRICE OF NEW HOMES
OCCUPIED IN SANTA CLARA COUNTY
1966 – 1978 (DECEMBER QUARTER)

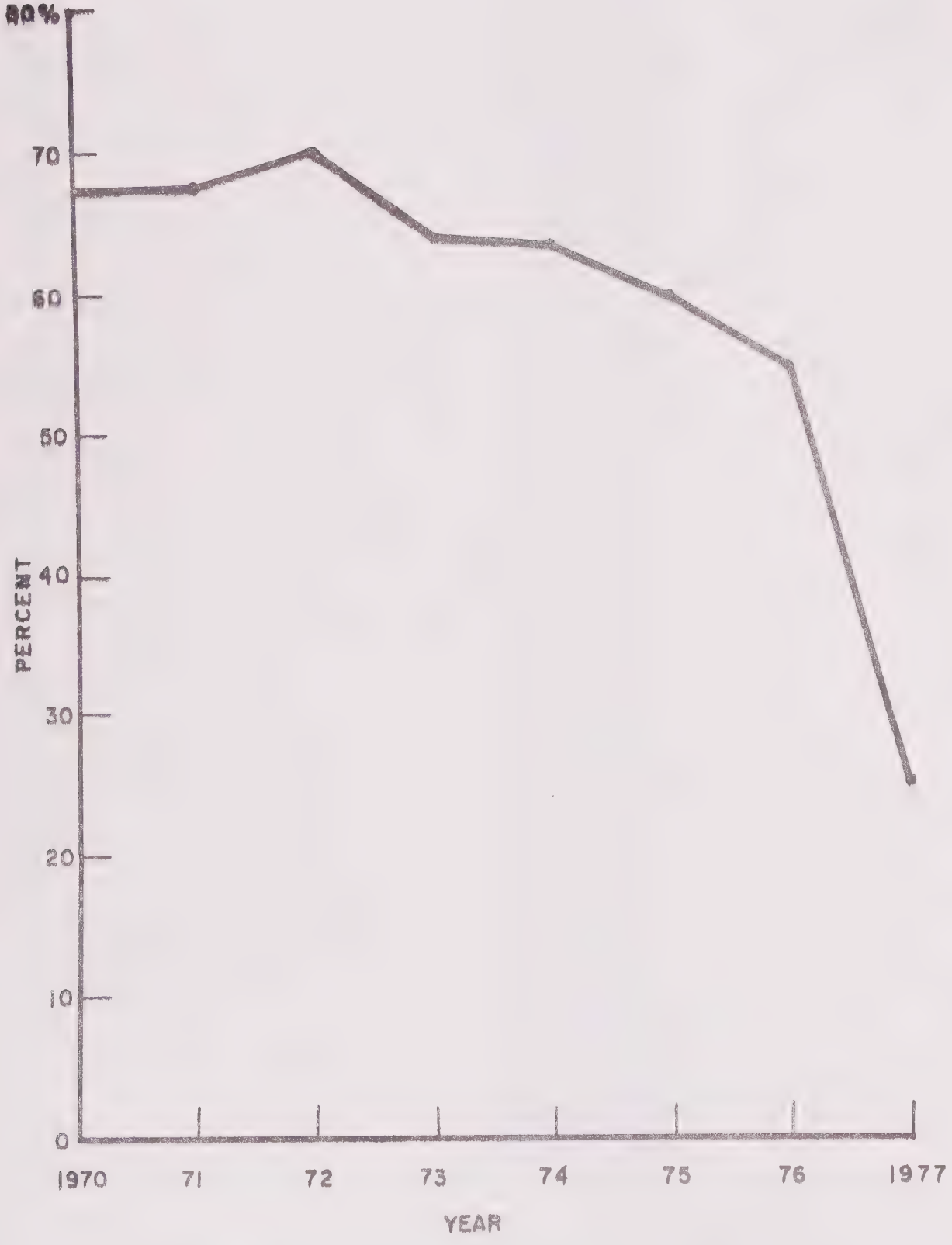


Source – Santa Clara County Planning Dept.
Harrington Housing Research Co.



Source— Santa Clara County Planning Dept.

PERCENT OF HOUSEHOLDS ABLE TO PURCHASE
MEDIAN PRICED NEW HOME IN SANTA CLARA COUNTY



Source-Santa Clara County Planning Dept.

in the County able to buy the median priced new home dropped from almost 70 percent to 25 percent.

Rents have also been increasing in the City over this period, although not as dramatically. Again, demand and the rising costs of construction and operation are behind these increases. Apartment rents vary substantially, based on age and characteristics, but new one-bedroom apartments in 1979 rented for over $250 a month. A survey of apartments in Santa Clara County made between 1973 and 1976 found that the rates increased about 23 percent for one-bedrooms and 20 percent for two-bedroom units.

Non-market rate households are these which cannot pay existing housing costs without sacrificing other essential needs. In Santa Clara, non-market rate households include not only low and moderate income (defined as less than 80 percent of the median income) but also many households earning 80-120 percent of the median. None of the latter can afford to buy a house without an unusually large down payment.

b. Shortage of Residential Land

The strong demand for housing is primarily the result of employment growth in the electronics industry. A major obstacle to expanding the housing supply to meet this demand in Santa Clara is the lack of available residential land. The established boundaries of the City as well as the allocation of basic land uses have strictly limited potential residential sites. In response to the pressures for more housing, the City has permitted residential development of under-utilized commercial property and surplus public lands such as

school sites. Conversion of industrial land to residential use is not feasible. Vacant industrial property is intermixed with developed industrial parcels and has no residential services such as nearby schools or parks. The close proximity of industrial and residential uses is not considered desirable by either residents or industrial interests.

The City is also committed to maintaining the quality of the neighborhood environment in the City and has not favored the replacement of single family homes with higher density developments in most areas of the City. The General Plan does indicate some areas in the older part of town where conversion to higher density uses is permitted. In addition, on vacant parcels in residential areas, the City has been approving higher density developments.

As a result of these residential constraints, total vacant residential land remaining in the City is approximately 100 acres. Not only does this shortage increase the cost of the remaining land, but it also limits the City's ability to influence the future housing supply. Even with permitted conversion of some single family areas to higher density, it is not likely that more than 3,000 additional dwelling units will be constructed by 1990.

c. Maintenance of Older Units

Although most of Santa Clara's housing has been built since World War II, by 1980 over half of today's units will be 20 years or older. As housing units age, maintenance requirements increase. Unless regular investment in upkeep is made, housing can deteriorate. The

effects of this decline are not limited to the individual structure but can also affect surrounding properties. If nearby owners also decide that further maintenance is impossible or not a worthwhile investment, the process can accelerate and affect the image of the entire neighborhood.

Santa Clara is fortunate because its desirability as a place to live has encouraged residential maintenance in most areas. However, in the Old Quad and Agnew Village, and in individual units among the newer housing, dwelling units have begun to deteriorate. For elderly owners particularly, low income and physical limitations can prevent adequate maintenance. This decline can threaten both the individual health and safety of the occupants and the appearance of the neighborhood.

d. Housing Discrimination

Families with children are increasingly discriminated against in the rental market. Many apartment owners and managers have decided that the presence of children bothers other tenants and increases damage to their property. The result is a disproportionate shortage of apartments that will rent to families with children. To assess the degree of this discrimination, a survey of rental housing in the City was made in February 1979. Covering over 5,000 units out of the 13,500 existing, the survey found that less than ten percent were available to families with children.

This discrimination against children has serious consequences. For families, it makes the search for suitable housing more difficult

and more expensive when found. For the City, it increases the effects of reduced household size and declining student enrollment by forcing families with children to seek housing elsewhere. Because there is no State legislation currently progibiting this discrimination, individual jurisdictions must deal with the problem.

e. Condominium Conversions

Changes in tax depreciation allowances and the rate of return on apartments have greatly increased the financial incentives for apartment owners to convert to condominiums. Such conversions can open new ownership opportunities at lower cost than new construction, but also reduces available rental units and displaces tenants unable or unwilling to purchase their units.

The City believes that condominium ownership should be treated differently than rental. Mobility is much higher for renters and enables them to leave an unsatisfactory situation. Owners cannot sell and move on with such ease. Further, in an apartment, the manager is available to mediate disputes and can evict problem-causing tenants. In a condominium, each owner has as much right as the other to remain. Because of these differences, Santa Clara requires that condominiums have a higher standard of design to better protect owners from the adverse impact of other owners and to insure proper operation of the physical plant.

Santa Clara's current percentage of rental units, 49 percent, is higher than the County average of 41 percent. Approximately 2,000 units could be converted before this City would reach the County average. An increase of owner-occupied units can have a stabilizing effect on the community, but it needs to be balanced with the needs

of those residents requiring rentals. Conversions occuring in the next few years should be monitored for their effects on existing tenants and to obtain information concerning new purchasers.

f. Reduced Housing Mobility

During a person's lifetime, housing requirements vary dramatically, depending on family size, age, and lifestyle. Increasing interest rates and housing costs discourage a move to suitable housing as family needs change. The result is that parents whose children have grown up are staying in three and four bedroom homes, not because they need the space but because of economics. These same forces are encouraging remodelling instead of moving.

The total fit between households and housing is reduced by this immobility. In 1975, 36 percent of the detached single family homes were occupied by one or two person households. As a result, fewer children live in the City and school enrollment is declining.

HOUSING POLICIES AND PRINCIPLES

As the basis for all subsequent policies, decisions and actions concerning housing, the City establishes the following housing policies and principles:

1. Insure the provision of decent housing for all residents regardless of age, income, race, or ethnic background.
   a. Assist persons and families in meeting their housing needs.
   b. Facilitate the provision of safe, sanitary, standard housing to accommodate a fair proportion of persons and families disadvantaged in the housing market.
   c. Permit housing construction consistent with the holding capacity established in the General Plan.
2. Ensure the provision of a variety of individual choices of housing tenure, type, and location.
   a. Facilitate the operation of the housing market so that suppliers and consumers can function more effectively. Seek to achieve the best fit between individual housing needs and housing provided.
3. Establish, maintain, and enhance the character, quality and liveability of residential areas.
   a. Eliminate housing deficiencies and prevent future blight through conservation, construction, rehabilitation, and removal.
   b. Encourage a full range of housing and employment opportunities, open space and adequate transportation facilities throughout

all communities in the urban area of the County.

HOUSING PROGRAM

1. Increase the supply of subsidized units for low and moderate income households.

Without governmental subsidy, most low and moderate income households will be forced to either move out of Santa Clara or use unacceptably high portions of their income for housing. Low and moderate income is defined as less than 80 percent of the median income ($15,900 for a family of four in 1979).

To establish a long term goal for low and moderate income households, the State Department of Housing and Community Development has developed a fair share allocation for the Bay Area. Using a formula that considers existing households, job accessibility, and an equitable sharing of responsibility among jurisdictions, the City's fair share has been calculated at 38 percent. This means that in 1985, Santa Clara's population should consist of 38 percent low and moderate income households.

In 1970, the City's percentage was 35.6 percent. Of the households reporting incomes in the 1975 census, nearly 48 percent (9,491 households) were within the low and moderate income level. If 25 percent of the unknown households' incomes were below that level, the 1975 percentage of low and moderate income households was 40 percent. This increase, in spite of higher housing costs, is due to rising income levels not affecting the lower income range. A recent countywide study found that both the number and percentage of low

income households has increased in the last ten years.

Santa Clara is housing its fair share of low and moderate income households. These households, particularly the renters, are being squeezed by increased housing costs. The City's primary means of assisting these families is through the Federal Section 8 program. Section 8 enables qualified households to pay only 25 percent of their gross income for rent. The subsidy pays the remainder of the market rent.

The Santa Clara County Housing Authority operates within the City and provided Section 8 subsidies to 296 units in 1978. In addition, private sponsors operate 814 subsidized units.

The City's Housing Assistance Plan establishes an annual and three-year goal for housing assistance. The 1979-1982 goal proposes subsidies for 250 units of new construction and 300 units of existing housing. During the same period, the City has tentatively earmarked $1.7 million of Community Development Grant funds to provide sites and improvements for subsidized housing. These funds will reduce the rent that occupants will pay for those units. Potential sites for subsidized housing have been inventoried and their general locations identified in the Assistance Plan. The sites meet all criteria for neighborhood suitability and are adequately served by utilities and public facilities.

The Housing Assistance Plan is updated annually to reflect changing conditions of need and land and subsidy availability.

2. Rehabilitation of substandard dwellings.

The Community Development Program has a program of rehabilitating substandard housing units. It makes available low interest loans to owners of substandard units with low or moderate incomes. The City also provides counselling assistance for higher income owners. To support this program, the City encourages more contractors to move into the rehab field.

3. Conservation of older homes.

The Community Development plan has also allocated monies for the maintenance and minor repairs of older housing within the City. This money is available as grants or free materials and labor and is primarily directed at the elderly and handicapped who are physically and financially unable to adequately maintain their homes. The conservation monies are also available for use in combination with rehabilitation loans to reduce the total amount of the loan and provide incentives for owners of substandard property to participate in the rehabilitation loan program.

4. Inspection program

The City's Housing Division provides inspection and enforcement to ensure maintenance of the housing stock. Every motel, hotel, dormitory, mobile home park, and apartment dwelling is inspected on an annual basis for housing code violations, sanitary conditions, and fire safety. All units leased by the County Housing Authority are also inspected for compliance with Federal standards.

Single family homes are inspected on a request and complaint basis. At the time of sale, many lenders and buyers request an inspection to protect their investment. A sufficient fee for a request inspection is charged so that this portion of the program is self-supporting.

Neighborhood conditions are also a concern of the Housing Division through regulation of illegal business activities in residential areas, keeping of small animals and fowl, and removal of abandoned and inoperative vehicles.

5. Relocation Assistance for households displaced by public works.

The City currently has a program which complies with State law in providing relocation assistance and payments for displaced persons. Under this program, the City of Santa Clara will pay moving expenses and enable low and moderate income families to obtain comparable standard housing at a reasonable cost. Funds for this program are budgeted as part of the project that creates the need for relocation.

6. Preservation of historic homes.

The City of Santa Clara has adopted an historic zone district which provides incentives for the preservation of historical homes and places architectural and demolition restrictions on such property. In addition, the City's Historical and Landmarks Commission has the program of identifying and placing plaques on landmark properties within the City.

7. Increased densities were appropriate in the Old Quad.

Because of the limited amount of undeveloped residential land left in Santa Clara, additional housing units will be possible only through increased densities in areas of existing single family homes. Portions of the City's Old Quad have been identified in the General Plan as suitable areas in which to allow this conversion to higher densities. The characteristics of these new units should be carefully monitored by the City and influenced where possible to avoid imbalances in the housing supply. Also, the gradual renewal of these portions of the Old Quad should be done so as to maintain the proper economic mix of households. Multi-family units should be built for a wide range of housing costs and located so as not to adversely affect the areas of continuing single family use.

8. Minimize Housing Discrimination.

As the shortage of housing and cost of housing increases, the adverse effects of discrimination will intensify. The City supports Federal and State enforcement of fair housing laws.

Discrimination against children, while not illegal now, is not in the interests of Santa Clara. Young residents of this City should not be excluded from more than half of the rental units. Santa Clara will encourage apartment owners to limit prohibitions against children to apartments that are unsafe (extensive waterways) or unsuitable (senior housing or one bedroom units).

9. Recommended State and Federal programs.

Some of the most important influences on the local housing market come from the national and state levels, particularly in regard to the credit situation and provision of subsidized housing. As part of its program for improved housing, the City of Santa Clara will utilize Federal and State programs that support the City's housing goals.

PUBLIC FACILITIES

V-D PUBLIC FACILITIES

1. EDUCATION

Santa Clara has an extensive public education system composed of 15 elementary, three intermediate and three high schools within the City limits. Distribution of the schools in relation to residential areas is good, minimizing commuting distance for the students. Most homes are within one-half of a mile of an elementary school. All of the schools have adjacent recreation areas and generally meet the following acreage standards: elementary, 10 acres; intermediate, 25 acres; high school, 40 acres.

The rapid drop in household size and number of children has created the major school problem--declining enrollment. Since 1973, ten schools in the City have been closed. More closures are expected in the next five years.

The primary concern in the closure issue is the reuse of the school sites. Several have been converted to other educational uses such as a private school and adult education. The market for these are limited, however, and alternate land uses will be proposed for some sites. Criteria for evaluating these proposals should include compatibility with surrounding uses and the loss of open and recreational space.

Racial balances are such that a continuation of the neighborhood school concept is anticipated. The neighborhood orientation encourages optimum use of school facilities for local activities like Little League and neighborhood meetings. The policy of the

Santa Clara Unified School District is to permit use of their facilities by other groups when not required for educational purposes. Square dancing, adult league basketball and lectures are customary uses.

A Metropolitan Adult Education Program is operated by the school districts in the central Santa Clara County area. Through joint use of facilities, the Program offers a wide range of courses including English as a second language, high school equivalency, vocational advancement and recreation.

The City has a prestigious institution of higher learning in the University of Santa Clara. Its history has been closely linked with that of the City, and it occupies a prominent site in the center of the downtown area. The Old Quad Development Plan accommodates a gradual expansion of the campus and a continued integration of campus and City activities.

A second local college is the Mission Campus of West Valley College. At full development, this campus is planned to serve 10,000 commuting students.

PUBLIC SCHOOLS

2. ADMINISTRATION

The administrative facilities of the City are centralized in a Mission style civic center that includes a city hall and police administration building. The city hall was completed in 1965 with sufficient space to house the administrative function of the City through 1990. Space for future expansion is now rented to the County Social Services Department.

The Fire Department operates eight fire stations in the City and can respond in less than five minutes to any fire or emergency within the City. The excellence of fire protection in Santa Clara has enabled the City to obtain a Class 3 insurance rating. The Department has plans for an additional fire station in the developing industrial area west of the San Tomas Expressway and south of the Bayshore Freeway.

3. CULTURAL

Serving both education and recreation needs, the Central Library has a 200,000 volume capacity and a computerized circulation system. The Mission Branch Library continues to serve the Old Quad.

Recently, Santa Clara added significant facilities to its supply of cultural space. The University of Santa Clara constructed the Mayer Theatre with a professional quality stage to house University productions. The Community Recreation Center, located in Central Park, includes a multi-purpose room with a stage in addition to

specialized instruction space for many crafts. The City also supports the Triton Museum of Art, which provides gallery room for exhibitions and related functions.

4. PUBLIC UTILITIES

The City of Santa Clara is in the unusual position of owning most of the utilities that serve the City. This has distinct advantages for residents and users both in terms of lower costs and the ability to tailor service to user needs. The City has recently completed maintenance and storage facilities on Walsh Avenue that will meet the needs of all the utility departments through 1990.

a. Water

Eighty percent of the local water supply comes from underground sources tapped by wells (see Conservation Element). In the past, demands on this source have lowered the water table. Although this problem has been stabilized, future increases in water needs cannot be met from existing underground water. In the early 1970's, the total water demands of the County began to exceed the local water supply. To satisfy this demand, the Water District imports water from South Bay Aqueduct of the State Water project. Santa Clara purchases water from the Water District and Hetch-Hetchy Aqueduct, which passes through the County.

Water usage by the year 2,000 is expected to be 10,500 million gallons (forty percent greater than in 1978/79). The majority

of the added water usage will be satisfied by water purchased from either the Hetch-Hetchy Aqueduct or new facilities of the Valley Water District.

To meet the total future needs of the entire County, the Valley Water District is constructing the San Felipe project, which will import water from the San Luis Resevoir.

Alternate methods of meeting future needs are also being studied. These include reclamation of waste water and reduction of water needs through conservation.

b. Energy

The City's Electric Department operates a network of substations and distribution lines to supply local power needs. Electricity is purchased from Federal power sources at substantially lower cost than otherwise possible. These sources are not unlimited, however, and the City has taken a leading position in the search for alternate methods of public power generation.

The City is actively seeking sources of geothermal and hydro-electric production. An experimental solar heating and cooling system has been installed in the City's new Community Recreation Center to become a model for other public buildings. A cogeneration project with a local industry is being developed to produce electricity as a by product of a paper production process.

In addition, the concept of using solar enerty as a utility is being implemented. The City installs a solar heating system in homes and swimming pools whose owners then make monthly payments

to the City to cover the cost.

c. Solid Waste

Solid waste disposal is another public service that has become critical because of the rapid growth of the metropolitan area. Past disposal practices like dumping and open burning have been halted due to the resulting air and water pollution and the lack of suitable sites. Santa Clara has planned for its future disposal needs through the acquisition of several hundred acres of low-lying land in the north end of the City. This engineered sanitary landfill site can accommodate the non-toxic solid wastes of the City for approximately 20 years. The City has been studying solid waste recovery processes for several years.

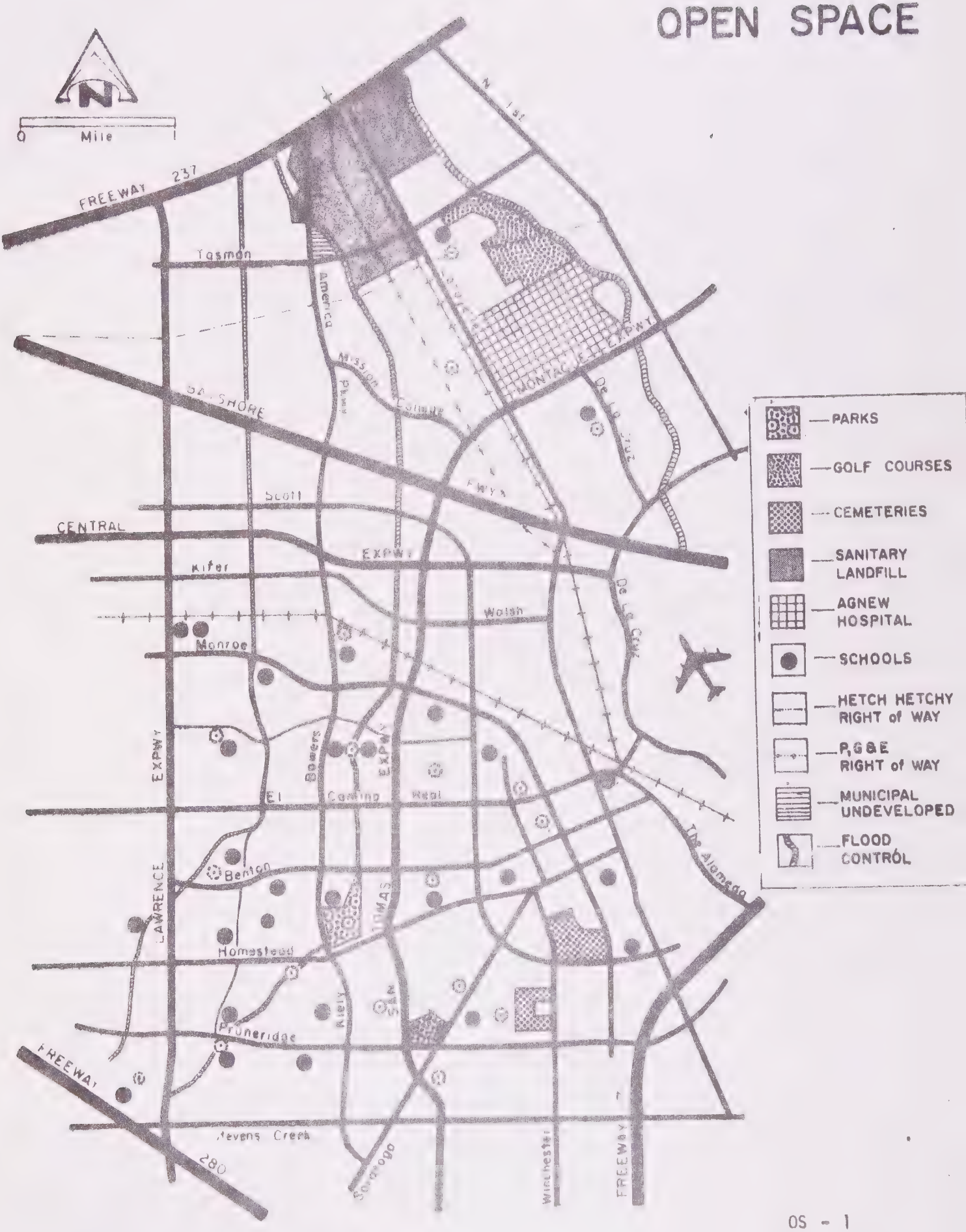
d. Sewage Treatment

In cooperation with San Jose and neighboring sanitation districts, Santa Clara operates a sewage treatment plant near Alviso. Since effluent from this plant is discharged into the Bay, it is essential that it be of the highest possible quality. The San Jose-Santa Clara plant has made several major improvements and now removes about 98% of all impurities through its tertiary treatment process. The plant has also been expanded recently from its original capacity of 94 million gallons per day to 164 million gallons per day. Because of this high degree of treatment, Santa Clara is investigating reuse of the effluent in cooperation with other jurisdictions.

PUBLIC FACILITIES POLICIES

1. Continue an innovative energy program to develop new power sources and encourage conservation.
2. Continue efforts to conserve national resources and lessen the dependency on sanitary landfill by maximizing reclamation and reuses of materials and energy.
3. Continue to support a water policy of conservation, use and recharge, including water importation measures, that will ensure an adequate water supply and maintain ground water levels.

OPEN SPACE


N
0 Mile 1
FREEWAY 237
Tasman
America
Mission
Coliseum
MONTAGUE EXPWY
De La Cruz
SA. SHORE
Fwys
Scott
CENTRAL
EXPWY
Kifer
Walsh
Monroe
EXPWY
Bowers
El
Camino
Real
LAWRENCE
Benton
Homestead
Alely
Saratoga
Winchester
FREEWAY
Pruneridge
FREEWAY
Stevens Creek
280
The Alameda
PARKS
GOLF COURSES
CEMETERIES
SANITARY LANDFILL
AGNEW HOSPITAL
SCHOOLS
HETCH HETCHY RIGHT of WAY
P,G&E RIGHT of WAY
MUNICIPAL UNDEVELOPED
FLOOD CONTROL

V-E OPEN SPACE, RECREATION AND CONSERVATION

The rapid urbanization of the Santa Clara Valley has absorbed much of the undeveloped land in the City and greatly effected the natural environment. This General Plan projects a future when there will be no agricultural land remaining in Santa Clara. Whatever open land the residents of the future are going to have must be conserved through deliberate government action. In the same way, the quality of the environment can no longer be left to chance but must become a concern of every governmental agency.

1, OPEN SPACE AND RECREATION

The City of Santa Clara has a very active Department of Parks and Recreation that has made maximum use of its available funds. There are presently 23 parks in the City, the largest being the 52 acre Central Park. The rest are neighborhood parks evenly distributed throughout the residential areas. The accompanying list describes the City park system and its facilities.

The small size of many of the City's older parks is compensated for by their convenient locations and degree of development. The majority of local residents are within an easy walk of at least one neighborhood park with typical facilities of a tot lot, open area for games, and picnic tables.

The Department of Parks and Recreation also maintains a strong recreation program that supports a wide variety of activities ranging from a Senior Citizens Center to the International Swim

Center, training site for Olympic swimmers and divers. Through programs like Little League, Pop Warner football, tennis, and swimming, the recreation facilities are kept in constant use by all segments of the City population. In recognition of its parks system and program, the Department received a 1971 Environmental Planning Award from the California Parks and Recreation Society.

In 1975, the City formed a Sports and Open Space Authority that acquired Fairway Glen, a 104-acre, 18-hole golf course, now operated as a public course supported by user fees. The City's other golf course, although private, has also been preserved through a scenic easement agreement with the owner.

The City system is augmented by the facilities of the local school districts. Almost all of the elementary schools provide, as a minimum, space for a softball field, two basketball and two volleyball courts, and a grass playground for free play on a ten-acre site. The elementary school playgrounds are never locked. Intermediate schools have at least one baseball and one football field, 8-10 basketball courts and a large gym. The high schools all have a full plant with a swimming pool, a gym seating 1500, tennis and basketball courts, and an auditorium with stage and seating for 700. All of these facilities are available to the City recreation program and private groups when not needed by the school district.

The closure of some public schools and their conversion to other uses will reduce the amount of recreation space in Santa Clara.

Particularly affected are children in the organized sports like Little League and PAL, which use the school play fields. Using the City's 1960 General Plan as a basis, the 1985 goal for recreational acreage was one acre per 45 children.

In 1969, during peak school enrollment, the City had one acre per 55 children. By 1978, due to declining enrollemnt, the ratio had reached one acre per 36 children. For a citywide acreage perspective, the loss of some school playgrounds is not critical. The major concerns are more specificly related to the schools' actual users and the neighborhoods' alternative play areas.


PARKS
RESIDENTIAL AREA
N
0 Mile
FREEWAY 237
N 1st
Great America
Tasman
1/2 mile
Mission College
Montague Expwy.
De La Cruz
BAYSHORE
Pkwy.
FWY.
Scott
CENTRAL
EXPWY.
Kifer
Walsh
Monroe
De La Cruz
El Camino Real
The Alameda
Benton
Lawrence Expwy.
Homestead
Saratoga
Pruneridge
Kifer
Stevens Creek
FREEWAY 280
Saratoga
Winchester
FREEWAY 17

Parks and Recreation Department Facilities:

1. Central Park

A centrally located 52-acre facility on Saratoga Creek between Homestead Road and Benton Street includes: a) picnic facilities for large and small groups, b) children's play area, c) ten lighted tennis courts, d) one lighted baseball field with stands for 2640 and lighted softball field, e) soccer field and open grass area, f) Olympic Swim Center with 50 meter Olympic pool, diving tower, locker rooms and control center, g) Parks Division Service Center on Benton Street, h) Community Recreation Center with 500-seat auditorium and separate rooms for arts and crafts (This building utilizes an experimental solar roof for heating and cooling.).

2. Steve Carli Park

A small two-acre park adjacent to Haman Elementary School has a tiny tot area, Little League stadium, restroom facilities, and activity areas.

3. Warburton Park

This is a six-acre facility with swimming pools, group and individual barbecue facilities, small children's playground, off-street parking, open play areas, Total of ten picnic tables,)

4. Everett Alvarez Park

A small one-acre park site shaped as a "bowl"; principally for smaller children in the area, with emphasis on small children's apparatus. Restrooms, barbecue-picnic facilities.

5. Lafayette Park

Has one of the four night-lighted softball facilities in the community, two tennis courts, large open play area for softball, baseball, football. Restroom facilties.

6. Bowers Park

A seven-acre facility located adjacent to Bowers Elementary School and Cabrillo Intermediate School; has a neighborhood recreation building for meetings, recreation activities, etc. Has a small children's play area, large open spaces for active games. Picnic-barbecue facilities (eight picnic tables).

7. Machado Park

Has a neighborhood recreation building, small children's play area, Little League stadium, barbecue-picnic facilities. This 3-1/2 acre park is located adjacent to Briarwood Elementary School. (Six picnic tables.)

8. Homestead Park

This 10-1/2 acre park site is developed with Little League field, tennis courts, small children's play area, off-street parking, and landscaping.

9. Westwood Oaks Park

A small one-acre facility located west of Lawrence Expressway. Has a neighborhood recreation building, small children's play area, some open space, minimal picnic-barbecue facilities. Has a spray pool which is used under supervision.

10. Maywood Park

A 9-1/2 acre facility located adjacent to Eisenhower School. Has a small children's play area, neighborhood recreation building, two night-lighted tennis courts, off-street parking, picnic-barbecue facilities (eight tables).

11. Mary Gomez Park

An eight-acre park. Has a swimming pool, two tennis courts (not lighted), small children's play area, off-street parking, open play area for pickup softball games. Picnic-barbecue facilities (nine tables).

12. City Plaza Park

More commonly referred to as the Mission Branch Library. Several picnic tables are located on the grounds.

13. Bracher Park

A 3-1/2 acre park site with large turfed area, tot lot, lighted activity area and picnic facilities.

14. Homeridge Park

A six-acre parcel with restroom facilities, a small children's play area, large group picnic-barbecue facilities which will accommodate 300 people at one time. Off-street parking; particularly fitting for youth groups, nature activities as it has a fire circle for singing, storytelling, etc.

15. Civic Center Park

A three-acre park fronting on El Camino Real immediately in

front of the Police Administration Building. Beautifully landscaped with colorful flower beds, a large reflective pool, the site of the Statue of Saint Clare, the City's namesake.

16. Washington Park

Night-lighted baseball and softball field. This facility, which immediately adjoins the Santa Clara High School, actually is owned by the high school. War Memorial Swimming Pool, Elmer Johnson Softball Field, Townsend Football Field, and tennis courts belonging to Santa Clara High School are all located in the immediate area.

17. Memorial Park

This is the site of the second mission established in the City of Santa Clara by the Franciscan fathers. Santa Clara Lions Club donated the large granite cross and the area is landscaped with particular emphasis on early mission day horticulture. Sitting areas are an excellent place for industry workers to eat lunch and relax.

18. Montague Park

A 5-1/2 acre site. Improvements include a neighborhood recreation building with large multi-purpose room, restroom and storage building, tennis courts, small children's play area, a softball area, and picnic-barbecue facilities. There is also a swimming pool with attendant facilities.

19. Henry Schmidt Park

An eight-acre park with a jogging and exercise path, tennis courts, softball area, tot lot and picnic area.

20. Parkway Park

A 3-1/2 acre parcel with a jogging and exercise path, softball area, tot lot and picnic area.

21. Rotary Park

A small children's tot lot complete with play apparatus, picnic tables, sitting area and landscaping.

22. Fremont Park

A small neighborhood park located on the former Fremont Elementary School site. Equipped with slides, swings, climbers and other small children's play apparatus. Has picnic tables and trees for shade.

23. Agnew Park

A two-acre park developed as a neighborhood park with lighted tennis courts, children's play area, restrooms, storage area, barbecue-picnic facilities and open turfed area.

24. Primavera Park

A four-acre site adjacent to the Kathryn Hughes School

25. Senior Citizens Center

Adjoining Fremont Park is the Senior Citizen's Center, a 13,700 square foot facility serving citizens 50 years of age and older.

The Center offers a wide variety of classes, social activities, and informational services. Health and nutrition programs and legal counselling are also available through the Center.

TOTAL ACREAGE OF ALL PARKS - 144 acres

The inventory of local open and recreation space also includes a number of private facilities. Pruneridge Farms is a nine-hole golf course with a driving range. Several neighborhoods have built small, private swim clubs. Another major recreational and open space resource is in the newer apartment and townhouse developments. The Zoning Ordinance requires that at least 35% of a multiple unit parcel be devoted to landscaping. Most of the recent developments have also included a swimming pool and recreation building as a market attraction. Even though restricted to a project's residents, these can reduce the user load on equivalent City facilities.

Marriott's Great America Theme Park is also a significant private recreation facility for the entire region. Its 80 acres of presentations, rides, and exhibits attract over two million visitors a year.

Inventory of Open Space:

A.	Parks	140 acres
B.	Schools	675 acres
C.	Landfill	443 acres
D.	Municipal Undeveloped	45 acres
E.	Flood Control	324 acres
	1) Water District - 295 acres	
	2) City - 29 acres	
F.	Utility Rights-of-way	47 acres
	1) Hetch-Hetchy Aquaduct - 24 acres	
	2) PG&E power line - 23 acres	

G. Agnew Hospital (50% developed)	300 acres
H. Golf Courses	144 acres
1) Fairway Glen - 104 acres	
2) Pruneridge Farms - 40 acres	
I. Cemeteries	88 acres
1) Mission City - 30 acres	
2) Catholic - 58 acres	
	2206 acres

Santa Clara County also operates a system of regional parks that are open to local residents. There are, however, no County parks in the immediate vicinity of the City of Santa Clara. In the long range plan for regional parks, the County has included a Saratoga Creek park chain that would run through the residential area of Santa Clara and another park chain along the Guadalupe River. The undeveloped County Baylands Park is to be located in Sunnyvale to the northwest of the City. The Saratoga/San Tomas Creek chain could connect four City parks, five schools and the Baylands area. Pedestrian access along the creek can be created relatively easily through removal of barriers and construction of by-passes.

There are two major factors that will determine the amount of open space that Santa Clara can preserve: available land and available funds.

The residential area of the City south of the Southern Pacific Railroad is almost all developed. The few remaining parcels are so high priced that acquisition costs for park purposes are

prohibitive. The undeveloped land north of the Bayshore is unsuitable for neighborhood parks due to the distance involved. With good access, however, it is suitable for specialized or larger scale open space and recreation to which users would normally travel.

Money available for park acquisition has been limited by the financial problems facing all cities. Santa Clara will need determination to make further open space purchases. Fortunately, the City already owns two large tracts on either side of Lafayette Street at the northern end. Both of these sites have excellent potential as open space areas and could be used to satisfy future recreation demands without further land acquisition. Portions of this land are already in use by the Police Activities League for a motorcycle course.

The City's retention basins also have potential for enhancement through landscaping and, because of their location adjacent to the Baylands, have become a feeding and resting place for a variety of bird species.

Recreation space for major sports events is available at the University of Santa Clara's Buck Shaw Stadium and the new inflated-roof Student Activities Center. The Mission College will have spectator facilities at its track and football field. The City is participating with the College in constructing a major softball facility with four fields.

The possibility of a major public arena still exists for development in the area of Marriott's Great America Theme Park.

2. CONSERVATION

Although the climate and soil of the area played a major role in Santa Clara's early settlement and growth, the present character and assets of the City are largely man-made. The land under Santa Clara is an alluvial plain formed by silt deposits left by rivers running from the surrounding mountains to the San Francisco Bay. As a result of this process, the topography of the City is very level and there are no significant mineral resources.

Urbanization of the Valley has resulted in irreversible changes, including loss of native vegetation and wildlife, new water drainage patterns, and water and air pollution.

a. Vegetation and Wildlife

The existing vegetation of Santa Clara is the product of recent human activity. The original landscape of grass lands and oak trees existed until the arrival of the Spanish in the eighteenth century. The climate, fertility and topography of the Valley encouraged cultivation. Native vegetation was first replaced by grains and later, in the nineteenth century, by extensive orchards. These, in turn, have been removed by the urbanization since World War II. The few remaining orchards are not economically viable because of the high property taxes and surrounding urban development. Implementation of this Plan will replace all agricultural uses in the City with urban uses.

Vegetation associated with urban development in the City is mostly ornamental. The City has a street tree program which

provides a tree for each single family lot. The specie emphasis in this program has been on smaller trees that do not require extensive maintenance and do not damage sidewalks. These smaller trees, however, do not provide the shade and visual impact of larger varieties.

Trees large enough to create a leaf canopy above streets and parking areas have a substantial impact on the immediate environment. The canopy intercepts a large amount of solar heat during the day. Water vapor given off also absorbs solar radiation and lowers the surrounding temperature. In general, an extensive tree canopy will moderate temperature extremes and winds.

The natural landscape of the Santa Clara Valley floor did not support a large amount of wildlife. Grassland rodents and predator birds were the major animal groups. As the original vegetation was replaced, the range of wildlife was reduced and is nearly eliminated within this City. Native rodents and birds have been supplanted by species which are more compatible with an urbanized area.

b. Water

The four streams that run through the City--Saratoga, San Tomas, Calabazas, and Guadalupe--carry water from the surrounding watershed area to the Bay. Development in the watershed and on the Valley floor has substantially increased the amount of runoff

carried by these streams and the damage potential of floods. In 1974, the Federal government identified the flood prone areas of the City (areas subject to a one percent chance of flooding in a year). The designation covers about four square miles of the City and 5000 existing residential buildings.

The Santa Clara Valley Water District is responsible for flood control on the streams within Santa Clara. To accommodate the increasing runoff, the District has been widening and straightening the channels and constructing levees. These improvements have changed the character of the streams from natural creeks to flood control channels, often concrete lined.

A seoncd aspect of the flooding problem occurs in low lying land between the stream levees. In Santa Clara, this situation occurs mainly in the area north of the Bayshore Freewya. The City has developed a master drainage plan for this area which will collect local runoff in two retention basins from which it will be pumped over the levees into the streams. Construction of this system is in conjunction with the Bayshore North Redevelopment Project.

Adding to the flood problem in the northernmost portion of Santa Clara is the potential of salt water innundation. This land is below the extreme high tide elevation of the San Francisco Bay (ten feet mean sea level). This problem has been alleviated by raising the levees and the construction of Route 237 as a dike between the Baylands and the City of Santa Clara.

Water quality within Santa Clara is most critical in relation to San Francisco Bay. All surface waters in the area flow into the Bay which, in the southern portion, has a low capacity to absorb pollutants. Pollutants could enter local waters from three sources--runoff, sewage treatment plant, and landfill areas.

Runoff is the least controlled of the three, travelling freely from streets, parking lots and roofs to the storm drains and into the streams. Only in the Bayshore North area is the runoff collected into basins where cleansing would be possible. Little information is available concerning the quality of local runoff or its effect on the Bay.

In the past, the effluent of the San Jose-Santa Clara Sewage Treatment Plant has had an adverse impact on the Bay. As a result of recent improvements, discharged water now meets the standards for tertiary treatment. Reuse of the waste water is a possibility. Reclamation is not currently sufficient to produce potable water; however, reclaimed water could be used for industrial and irrigation purposes.

Potential contamination by seepage from sanitary landfill was a major issue in the issuance of a permit for the City's expanded landfill operation. The Water Quality Board required special engineering of the site to ensure that the liquid pollutants would be contained within the fill.

The underground water supply of this area is insulated from surface

pollution by thick layers of clay which prevent movement between shallow and deep aquifers. Poorly sealed wells, however, can break this barrier and cause contamination. The major problem facing the deep ground waters is the increasing demand for water in the Valley. Withdrawals of water in excess of natural replenishment has caused past drops in the ground water levels. In direct relation to these declines, the ground elevations in the area around the Bay have dropped. This subsidence has been significant, reaching eight feet in the San Jose Airport area.

Past subsidence has increased the flood hazard in northern Santa Clara and necessitated raising of the channel levees. In order to balance the withdrawal of water with the inflow, the Valley Water District began a program of recharging the ground water basin by construction percolation ponds and releasing water into stream channels during the dry season. Apparently, as a result, land subsidence has stopped since the late 1960's and ground water levels have risen.

c. Air

Air pollution is a severe environmental problem facing the City and most of the Bay Area. Within the Santa Clara Valley, the three factors causing this pollution are topography, climate and urbanization.

The shape of the Bay Area, a level area surrounded by mountains, creates a basin which traps air pollutants. The Valley is like a funnel at the end of this basin which collects and concentrates

the smog. Although pollution is generated in the area at a fairly constant rate, the actual level can vary considerably because of the weather. Depending on the wind speed and temperature at various altitudes, air pollution can either be blown away or accumulate close to the ground.

The presence of a temperature inversion is especially conducive to accumulation of pollutants. Inversions are formed when the upper layers of air are warmer than lower layers. If the altitude of the inversion is below the mountains, pollution will be trapped beneath the inversion and between the hills.

The Bay Area Air Pollution Control District has maintained a monitoring station in San Jose since 1963 and recently opened a station in Sunnyvale. The pollutant levels in Santa Clara can be estimated from these records. Overall, the pollution levels have improved in the last ten years although automobile related emissions have not improved as much as those from stationary sources such as factories. In spite of the improvement, this area still experiences levels above the state and federal air quality standards.

In 1976, the San Jose station recorded 32 days of excess oxidants, 61 days of excess carbon monoxide and three days of excess nitrous oxides. The Sunnyvale station recorded 22 days of oxidants, 14 days of carbon monoxide and four of nitrous oxides.

Within the Bay Area, automobiles create the vast majority of the smog, contributing 95% of the carbon monoxide, 61% of the reactive

organic gases, and 46 % of the nitrogen oxides.

Recent projections of the Environmental Protection Agency indicate that the emission control devices on cars will reduce pollution gradually for about the next ten years. By that time, however, the continuing growth of the number and usage of autos will begin to cancel out the individual reductions and total pollution will increase again. For this reason, the best available strategy for long term pollution reduction is to reduce the growth of total vehicle miles travelled. This can be accomplished in a variety of ways--driving less, carpooling, development of mass transit, and land use changes to bring origins and destinations closer together.

OPEN SPACE, RECREATION AND CONSERVATION POLICIES

In recognition of the need to preserve the quality of the local environment and create recreational opportunities for its residents, the City of Santa Clara adopts the following policies and principles:

1. Conserve and restore the environmental quality of the urban landscape.
   a. Require landscaping in all private developments emphasizing the use of trees along street frontages and in parking areas.
   b. Encourage the use of water features as an aesthetic element in residential and public areas.
   c. Continue the emphasis on mission architecture in major public buildings in the Old Quad.
   d. Support efforts to improve the air quality of the Santa Clara Valley.

2. Increase the effective use of recreational and aesthetic open space in and around the City.
   a. Require landscaped open space in residential developments.
   b. Encourage development of regional open space in the vicinity of Santa Clara.
   c. Return leftover and odd-shaped City-owned lots to productive use.

3. Continue to develop recreation opportunities for residents.

a. Provide a well balanced, municipal recreation program that serves all segments of the population.

b. Encourage multiple use of land such as schools, parking lots, utility easements and flood control channels.

c. Seek construction of appropriate facility for recreation and cultural events.

4. Make prudent use of open space and recreation revenue sources such as Federal and State grants, private dedications and user fees.

OPEN SPACE, RECREATION AND CONSERVATION PROGRAM

ENVIRONMENTAL QUALITY

1. Maintain the Zoning Ordinance requirements for private open space and landscaping, and encourage the use of native plants needing minimum irrigation.
2. Continue an active street tree program for both public and private spaces. Investigate additional measures to augment the present program which will effectively cover the planting, preservation, and maintenance of trees in all areas and zone districts of the City.
3. Encourage the addition of fountains and pools in private developments and parks.
4. Continue the San Jose-Santa Clara sewage treatment plant's leadership in maintaining a high level of effluent quality and promote reclamation of treated water.
5. Cooperate with regional pollution control agencies in order to improve air and water quality.

OPEN SPACE

1. Preserve under public ownership, the City-owned lands north of the Hetch-Hetchy aqueduct until their ultimate land uses are determined. It is certainly desirable, as is being done now, to lease sections on an interim basis for temporary uses, but the integrity of the parcels must be maintained. As the City approaches full development, these areas will be some of the last large parcels left undeveloped. At that time, when their use for refuse disposal is finished, a decision can be made concerning the future of the entire area. Although that future cannot be determined now, use as a major recreation area should definitely be considered as a possibility.
2. Implement the pedestrian walkways concept of the Old Quad Development Plan. Utilize excess street rights-of-way as a tool to create open spaces that will relate to the new residential developments.
3. Respond to the increasing interest in bicycles as a means of exercise and short-distance transportation. The provision of special routes for bikes would make this activity much safer by reducing the conflict with automobiles.
4. Use non-marketable, publicly owned parcels for mini parks and low maintenance landscaping.

RECREATION

1. Continue support of the existing recreation program of the Parks and Recreation Department and cooperation with the School Districts to use their facilities to their fullest capacity. Playground facilities should always be open for use by the public.
2. Cooperate with local industries in creating recreational facilities for employees and residents. Several local firms have already shown interest in recreation programs such as lunch hour use of the International Swim Club. It may be possible that a firm's future expansion land could be temporarily utilized as a recreation area.
3. Encourage development of private recreation facilities.

V-F SEISMIC AND SAFETY -- BACKGROUND

The Seismic and Safety Element ensures the consideration of potential natural and man-made hazards in land use planning and municipal policies. Through this effort, injury and damage can be reduced and disaster relief costs minimized.

The range of considerations that may influence policy decisions includes seismic conditions, soil stability, fire, flooding, and traffic safety. Planning responses to these conditions vary depending on local circumstances. Through building and land use controls, the effects can be minimized by imposing special criteria or by modifying natural conditions. The impacts of the situation can be reduced through operational policies or established procedures for disaster recovery.

1. Seismic Conditions

Seismic activity is the result of either the actual movement of the earth or a reaction of the underlying soils to the earthquake or a combination of both causes.

The City of Santa Clara is approximately 18 square miles in the center of the Santa Clara Valley. The Valley is a region of high seismic activity, as is all of California. It is possible that an earthquake with a magnitude equal to or greater than those which have occurred in this area in the past will happen again in the foreseeable future.

No earthquake faults identified as active are located within

the City of Santa Clara (see Fault Zone Map). The City is, however, seven miles from both the San Andreas and Calaveras Faults and five miles from the Hayward Fault. The closer Stanford and Silver Creek Faults have not been active in historic times.

Depending on the underlying geology, soil conditions and slope, individual sites behave differently during the same earthquake. Using these factors, the State Division of Mines and Geology has mapped the relative seismic stability of land within the City (see Relative Seismic Stability Map).

a. Ground Rupture

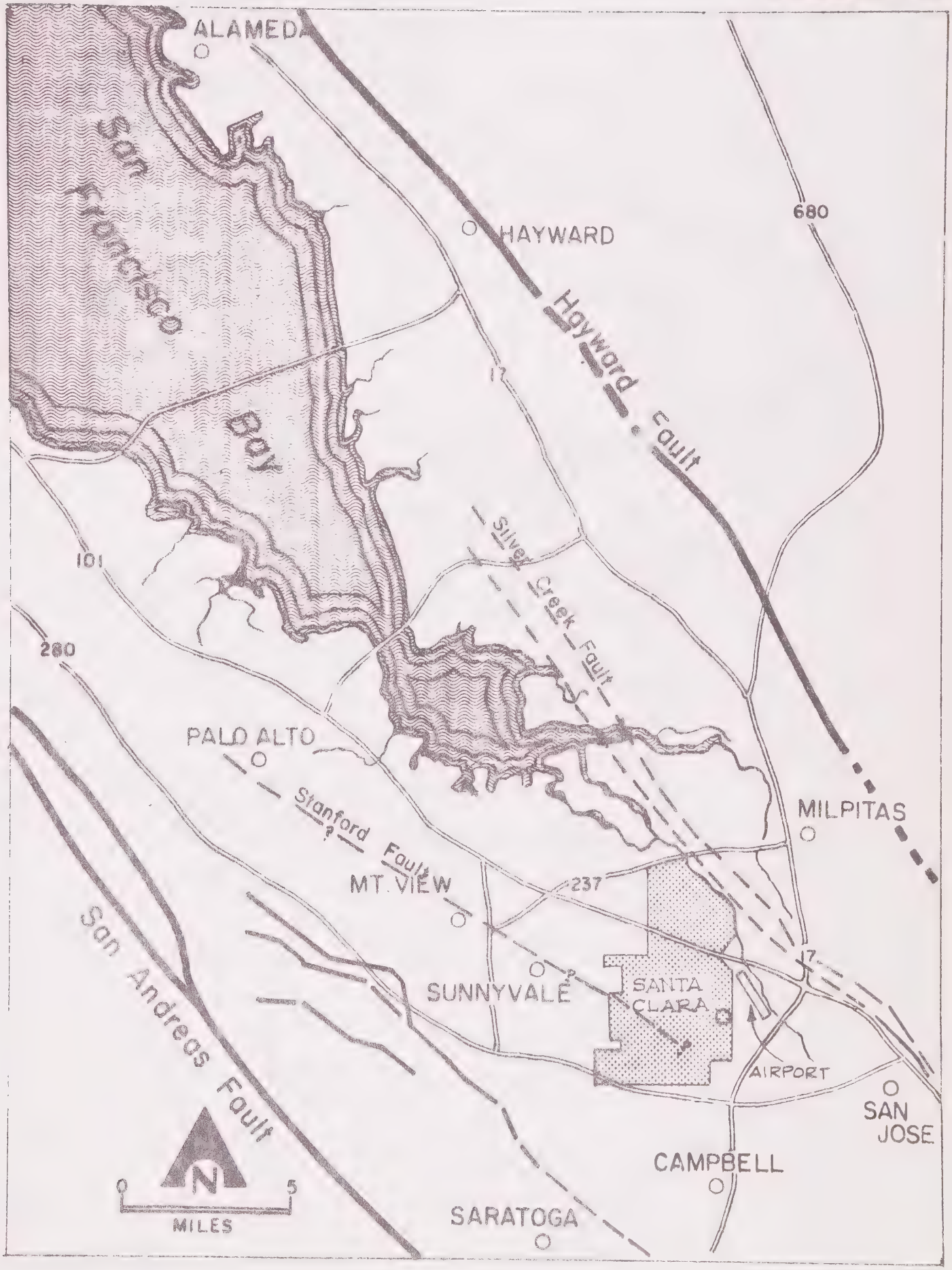
Because there are no known active earthquake faults within the limits of the City of Santa Clara, it is reasonable to assume that there will be no damage from actual ground rupture or faulting.

b. Ground Shaking

The most widespread effect of an earthquake and usually the greatest cause of property damage and personal injury is ground shaking. The effects of ground motion on buildings depend on the characterists of the shaking and the characteristics of the building. Other structural factors such as type and quality of materials and workmanship are also important. The main consideration is the capability of the foundation as a structural system to respond to earthquake ground motion as an integral unit.

Regulations within the Uniform Building Code and other State mandated requirements incorporate seismic information and

FAULTS


ALAMEDA
San Francisco Bay
HAYWARD
Hayward Fault
680
101
Silver Creek Fault
280
PALO ALTO
Stanford Fault?
MILPITAS
MT. VIEW
237
17
SUNNYVALE
SANTA CLARA
AIRPORT
SAN JOSE
San Andreas Fault
CAMPBELL
SARATOGA
N
0
5
MILES

RELATIVE SEISMIC STABILITY MAP

SEE FOLLOWING TABLE OF EXPLANATION

	Site-investigation need zones	Geotechnical problems to be considered in detail by site investigation		Characteristic features
Major geotechnical hazards	D Site investigations *mandatory* unless detailed information permits waiver	D1	Areas of high potential for liquefaction, lurching, and lateral spreading. D1-1: water table 0 to 10 feet below surface; D1-2: 10 to 20 feet.	Water table less than 20 feet below ground surface. Lateral spreading and lurching potential highest adjacent to stream channels.
		Dc	Areas of high potential for liquefaction and differential settlement.	Peat deposits or compressible bay mud thicker than 5 feet.
		Dr	Areas of high potential for ground displacement along fault traces.	"Special Studies Zones" established by Alquist-Priolo Geologic Hazard Zones Act (including active and potentially active faults).
		Ds	Areas of high potential for earthquake-induced landslides.	Includes areas of existing landslides and slopes steeper than 15 percent underlain by bedrock units of low stability.
		Df	Areas of high potential for flooding from tsunami overtopping dikes.	Elevation 0 to 5 feet above sea level.
Moderate geotechnical hazards	E Site investigations *required* unless waived by County	E1	Areas of moderate potential for liquefaction, lurching, and lateral spreading.	Water table ranges 20 to 50 feet below ground surface.
		Es	Areas of moderate potential for earthquake-induced landslides.	Slopes steeper than 15 percent on bedrock units of moderate stability, and slopes less than 15 percent on bedrock units of low stability.
Minor Geotechnical hazards	F Site investigations not *automatically required;* may be required by County based on detailed information	F1	Areas of low potential for liquefaction, lurching, and lateral spreading.	Hillside areas. Valley areas where water table is deeper than 50 feet below ground surface.
		Fs	Areas of low potential for earthquake-induced landslides.	Slopes less than 15 percent on bedrock units of moderate stability, and all slopes on bedrock units of high stability.

Limit of flooding by San Francisco Bay water in the event of dike failure.

Boundary of area containing bay mud more than 5 feet thick.

considerations. Structures built in accordance with these regulations should be able to: 1) resist minor earthquakes without damage; 2) resist moderate earthquakes without strucutral damage but with some non-structural damage; 3) resist major earthquakes, equal to the strongest experienced in California, without collapse but with some repairable structural damage as well as non-structural damage.

More than 90% of the buildings in Santa Clara were built under modern building codes and are, therefore, considered to present no unacceptable risks for users and owners. Most older structures in Santa Clara are one-story and two-story and are built with materials and types of construction likely to survive anticipated shaking with minimal damage. Typical wood frame construction can withstand severe shaking and even be thrown off its foundation without collapse. Buildings which deteriorate to an unsafe condition are subject to the Uniform Code for the Abatement of Dangerous Buildings, which requires that they be improved or demolished.

c. Liquefaction

Liquefaction occurs when water-saturated soils composed of silt, sand, or gravel are subjected to shaking by an earthquake. If the water is unable to drain, the soil assumes the property of a heavy liquid and no longer provides adequate support for foundations, buildings or upper layers of soil. Such liquefaction can cause severe damage to structures as a result of settling, tilting, or floating.

d. Differential Settlement

When loose or medium density soils are subjected to shaking, they can become compacted. Differential or uneven settlement beneath a building can cause serious structural damage. Prolonged shaking of the alluvial soils of the Valley could cause such settlement, particularly if liquefaction of deeper soils occurs.

e. Dam Failures

If the Lexington Resevoir Dam failed, flooding is not expected to be a hazard to Santa Clara because of its distance (nine miles) from the reservoir.

f. Tsunamis

The distance of Santa Clara from the Bay and the intervening salt ponds and levees is expected to provide adequate protection against waves generated by earthquakes.

2. Soil Conditions

The floor of the Santa Clara Valley has been built up over many thousands of years through a process of erosion of soils from the surrounding mountains and the deposition of these sediments in the Valley. Under the City of Santa Clara, these sedimentation layers are considered generally stable under nonseismic conditions. This stability is enhanced by the lack of slopes within the City of Santa Clara. The elevations of the City reach 160' in the southwest corner and fall off gradually to approximately five feet on the northernmost boundary.

a. Weak Soils

The only area within the City of Santa Clara which is underlain

by Bay mud is the northernmost corner between the Guadalupe River and Lafayette Street. This area is partially used for a storm drainage retention basin and the remainder for sanitary landfill. Thus, Bay mud does not present a problem for Santa Clara.

b. Expansive Soils

Many high clay content soils within the Santa Clara Valley are expansive. These soils have a shrink-swell characteristic which is triggered by the amount of water in the soil. The soils swell when the water content is increased and shrink when decreased. This condition requires special design considerations where applicable.

c. Erosion

Because of the City's flat terrain and well-established creek channels, erosion is not a hazard within the City.

d. Sanitary Land Fill

Sanitary fill exaggerates the shaking motions of earthquakes affecting the site. Approximately 300 acres are planned for sanitary landfill of 30'. When the landfill process is complete, approximately 20 years from now, this land may become available for development. At that time, the structural characteristics of the land will require special design considerations.

3. Subsidence

Subsidence is a gradual lowering of an area of ground. Northern Santa Clara has had significant subsidence due to a drop in the

underground water levels. This decline was the result of more water being removed from the underground sources than was being replaced. The Santa Clara Valley Water District has a program of recharging the ground water basin with imported as well as local water. Since 1970, this program has reduced subsidence to a negligible amount.

4. Fire

The City of Santa Clara has a good safety record in terms of fire protection and a minimum of fire losses. This record is reflected in the City's excellent fire insurance rating of Class 3. This low level of fire risk is the result of the high proportion of new construction which meets the current Uniform Building Code standards, and an efficient fire protection service.

Fire stations are strategically distributed throughout the City to provide minimum response time. The City's Fire Department is well-equipped to handle individual fires within the City. Mutual aid agreements with surrounding jurisdictions augment the City's fire response capabilities. Fire has been one of the major causes of damage following large earthquakes because of disruption in utility service and access difficulty.

5. Surface Transportation

Santa Clara is crossed by a number of streams and grade-separated freeways. The possibility that all of the bridges

and overpasses crossing these facilities will collapse during a major earthquake is remote. The State Department of Transportation's analysis of highway interchanges in Santa Clara indicates that after a major earthquake, as many as nine crossings may be unusable. In some interchanges, particularly the County expressway square loops, the central bridge can be bypassed through the diversion of traffic onto the ramps.

6. Flooding

Salt water flooding is limited to the extreme northern portion of the City. The construction of levees along the creek channels and the reconstruction of Route 237 along the northern border of the City have created barriers to tidal effects. Normal tidal movements are restricted to the water level in the creek channels.

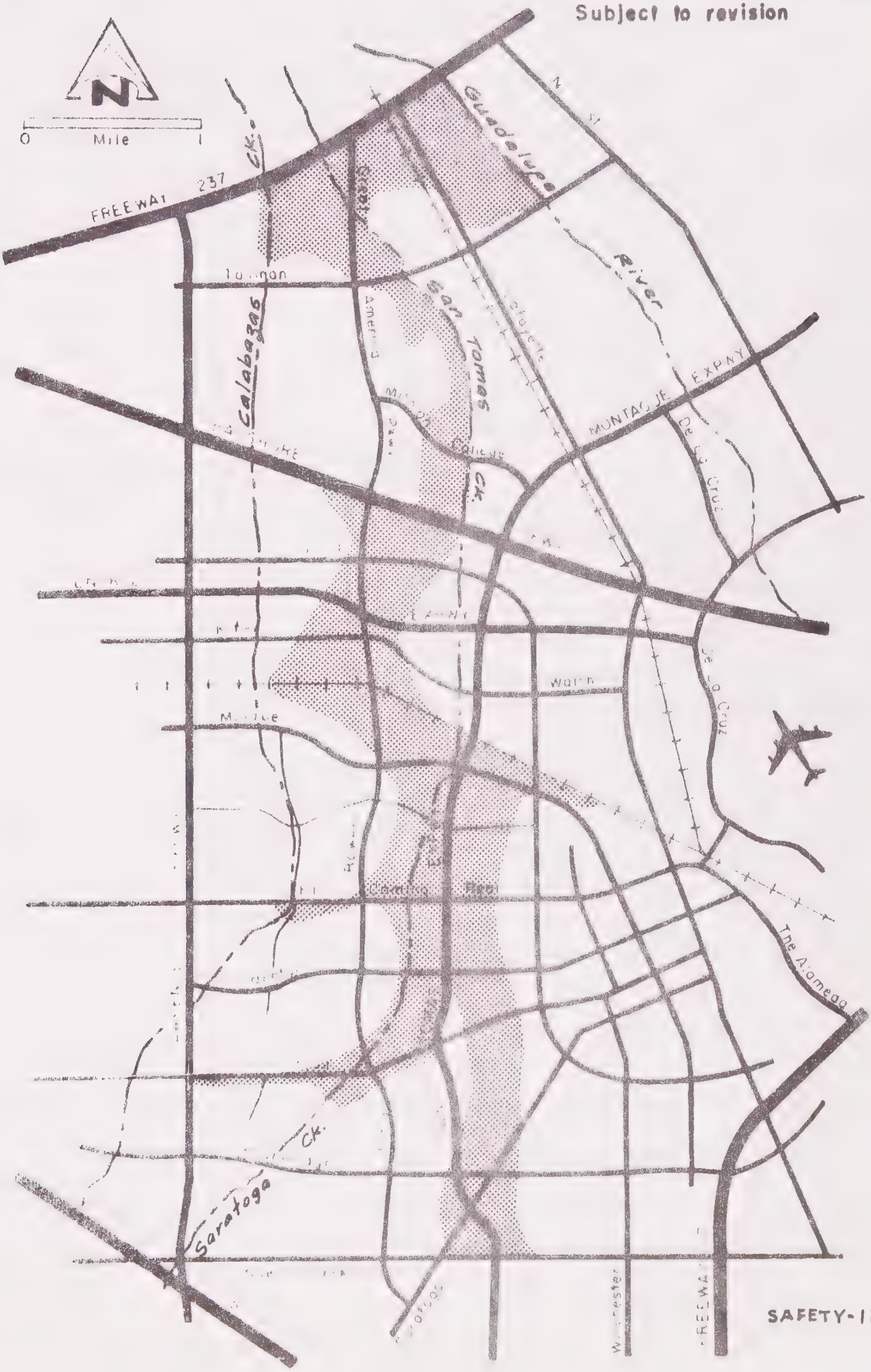
The possibility of some inundation by fresh water is likely until the Santa Clara Valley Water District completes its channel improvements.

The City has joined the Federal flood insurance program and is working with the Federal government in developing appropriate local application. All of the areas covered by the 100-year flood will not be subject to life threatening or significant damage. Shallow depth of flood waters and low velocities of flow will minimize damage.

Recent subdivisions provide storm sewers capable of carrying

100 YEAR FLOOD HAZARD ZONE

Subject to revision



REVISION
Nov. 11, 1977

runoff from a 10-year flood. Runoff in excess of the 10-year flood will be carried in the streets. Building pads have been elevated several feet above the streets and will not be affected by the first foot and a half of flooding. This design will substantially reduce the amount of property damage experienced in a major flood.

7. Aircraft

The County Airport Land Use Commission has determined that the area immediately north of the runways requires special treatment and has established a safety area within the City (see map). Within this area, land uses are limited to low intensity storage and industrial uses.

8. Environmental Health Problems

Health problems can result from a variety of environmental sources, including air quality and the disposal of sewage and solid waste. The City of Santa Clara is adequately protected against water pollution and contamination from sewage and solid waste. Air pollution, however, is a continuing health problem in the Santa Clara Valley.

The emission control regulations have reduced the pollution from stationary sources such as major manufacturing plants and refineries, however, the continued growth of the number of cars has resulted in increases in certain pollutants, especially oxidants.

AIRPORT SAFETY AREA

9. Disaster Planning

In cooperation with State and Federal Civil Defense authorities, the City of Santa Clara has developed a comprehensive and continuing program to protect local residents during and after a natural disaster or nuclear attack. An Office of Emergency Services with a Director has been created to coordinate civil defense efforts within the City.

The basis of the program is the organization of existing resources in the community so that they can be made available with short notice. The City's Resources Manual inventories local food markets, drug stores, first aid stations, fuel supplies, transportation resources, contractors, and communication stations. It also lists City personnel that are trained in skills that would be useful in an emergency situation.

As an emergency supplement to local hospitals which may have a reduced capacity following an earthquake, the City has a packaged disaster hospital with a 200-bed capacity that can be set up in 24 hours. In addition, the materials necessary to establish five first aid stations are stored within the City.

A system of shelters has been created in major public buildings and is capable of housing over 30,000 people for short periods. City employees have been trained in shelter management and assigned to specific shelters.

In the event of an emergency, the design of the water and

electric systems includes some duplication of critical elements and margins of safety to meet short term demands. For example, the water system can meet peak demands for at least 12 hours with the loss of an electrical substation or the loss of the largest imported water source. Following a complete power failure, the average day demand can still be met for at least 12 hours using stored waters and standby pumps.

The City's electric system can sustain, for the long term, the loss of any one substation transformer with no long term loss of service to customers. It can lose two such transformers with only a potential long term loss of power. Generally, a disaster would probably not cause complete breakdown of the City's electric system.

Breaks in the sanitary sewers within thesystem can be anticipated. The water system must be used sparingly during these periods except for fire fighting.

SEISMIC AND SAFETY POLICIES

1. Review the City's Building Code regularly and make amendments as necessary to ensure that it uses the best available information on earthquake design standards.

2. Require soil reports to develop specific design requirements on all major projects.

3. Continue to support a water policy and importation that will ensure an adequate potable water supply and maintain ground water levels.

4. Support flood control improvements that will reduce serious flood hazards in the City. Minor low frequency flooding, particularly in industrial areas, is an acceptable risk and should not be the justification for unnecessary flood control measures.

5. Continue emergency planning with an emphasis on providing contingency City services including utilities for those that may be affected by a major earthquake or other disaster.

V-G NOISE

The problem of noise has worsened rapidly as our society has become mechanized and urbanized. Noise can interfere with communication and create psychological effects through disruption of sleep and constant annoyance. With the recognition that Santa Clara is an urban area, the City is working towards reasonable reduction of the adverse effects of noise on its residents and establishment of acceptable noise standards.

1. Measurement of Noise

Sound is the result of the vibration of an object which is transmitted through the air in waves which in turn vibrate the human ear drum. Sound is measured in units called decibels (dB). Since the human ear does not hear all sounds equally, a special weighted decibel measurement (dBA) is used to simulate human hearing.

In any one location, the noise level will vary over time, from the lowest background or ambient levels to that of passing airplanes or construction equipment. Various techniques have been developed which measure the effects of noise levels over a period of time. The State of California utilizes a measurement scale called "Community Noise Equivalent Level"(CNEL) which places a weighted factor on sound events occuring in the evening or nighttime hours. A similar measure promoted by the Federal Environmental Protection Agency is called "Day-Night" (Ldn).

SOUND LEVELS

WITH dBA EQUIVALENT AND HUMAN RESPONSE

EVENT	dBA	RESPONSE	EFFECT
	140		
Jet Takeoff from Carrier	130	Painfully loud	CONTRIBUTION TO HEARING IMPAIRMENT BEGINS
	120		
Auto Horn (3 feet)		Maximum vocal effort	
Rock and Roll Band	110		
Garbage Truck	100		
		Very annoying	
Power Mower	90	Hearing damage (8 hours)	
Alarm Clock	80	Annoying	
Freeway Traffic (50 feet)	70	Telephone use difficult	
	60		
Light Auto Traffic (100 feet)	50	Quiet	
	40		
Library			
Soft Whisper	30	Very Quiet	
	20		

It has been known for some time that extremely loud noise experienced over a long period of time could cause a physical deterioration of hearing. Recent research has indicated that lower levels of noise can also have adverse effects. At the most common levels, noise can be a source of annoyance through interruption of periods of relaxation or concentration. These same noises at night can interrupt sleep. In schools, loud external noises can weaken the learning process by making speech difficult to understand. Over a longer period of time, annoyance can become a psychological problem causing irritation and stress.

At the higher levels of noise, the ear will begin to take protective measures such as a temporary reduction in hearing sensitivity. Given enough exposure to usch noise levels, the temporary insensitivity can become permanent hearing loss.

The dBA equivalent chart gives example measurements for a number of typical noise events.

2. Major Noise Sources

The most widespread and continual sources of noise in Santa Clara are the transportation facilities. Unfortunately, in terms of improving the noise environment, these same facilities are those over which the City has the least control.

a. Freeways and Expressways

A moving car has a number of noise sources; the engine, the

exhaust, the tires in contact with the road, and air passing by the car. All of these tend to increase with higher speeds. As a result, those roads with the most cars and the highest average speeds are the strongest sources of noise. The network of freeways and expressways in the City has an adverse noise impact on a high proportion of homes.

The noise characteristics of individual cars are determined by the State. The design and construction of these roads are controlled by either the State or the County. By depressing a road through a developed area, acceptable noise levels can be maintained on adjacent property. On expressways, the County has begun to build noise walls on residential property lines. Other factors such as pavement texture, gradient, and building orientation can be altered to minimize adverse effects.

b. Local Arterials and Collectors

Although the average speed and traffic volumes are not as high, other major streets in the City are also sources of noise. Because residential houses normally face directly on these streets, the impact of the noise can be significant. The opportunities for noise barriers between the traffic and the houses are less.

Given the existing high traffic volumes on nearly all major streets in the City, it is rarely possible to divert traffic from any major street without merely shifting the problem to

other residential streets.

c. Airport

The noise generated by aircraft using the San Jose Municipal Airport has a significant impact on the Santa Clara residents in the area north of the Bayshore Freeway. (See Airport Noise Contours Map). The Santa Clara County Airport Land Use Commission has determined that the noise environment in this area is adverse enough to prohibit any new residential development. Such a policy may prevent an increase in the number of people affected by the airport, but does not improve the living conditions of existing residents.

The technical design of aircraft and the San Jose Airport are determined by Federal, State, and San Jose agencies.

The San Jose Airport has been taking actions designed to reduce its noise impact. A monitoring program has been established around the airport and flight patterns of commercial aircraft have been altered to minimize the amount of low altitude flying.

The State has also adopted legislation which requires that the noise levels from airports affecting residential uses be reduced over the next ten years. This law requires either that the noise be reduced or the residential uses relocated.

In the area immediately south of the San Jose Airport, San Jose has begun acquisition of residential and educational uses to

AIRPORT NOISE CONTOURS

JAN 1979

eliminate the noise conflict.

d. Railroads

The Southern Pacific Transportation Company has two rail lines through the City of Santa Clara. The San Francisco line forms the boundary between the residential area and the industrial area. The Oakland line passes through the industrial area and parallels Lafayette Street between Agnew Village and Agnews Hospital. Operations on these lines include both passenger and freight service with spur tracks within the industrial area.

e. Rapid Transit

Future transportation facilities in Santa Clara may include rapid transit with fixed guideways. The noise impacts of such a system should influence both the location of the routes and the operational design. Low noise alternatives such as underground, light weight, and rubber tires, must be balanced with other factors, particularly cost.

f. Industry

Industrial land uses involve a number of activities which have a potentially adverse noise impact. Many basic industrial processes such as fabricating, stamping, pressing and grinding are extremely noisy. Peripheral activities such as loading and unloading, truck movements, and equipment like compressors also create noise. A basic goal of Santa Clara's General Plan has

been the separation of industrial and residential uses to eliminate the noise conflict. Overall this policy has been effective; however, in the southwest corner adjacent to Vallco Park and north of Bayshore in the De La Cruz industrial area, residential and industrial uses are immediately adjacent. In the past, both of these areas have been sources of complaints concerning industrial noise. This conflict can be reduced through the prohibition of outdoor industrial activities adjacent to the residential areas, solid walls facing residences, and heavy landscaping of common property lines. In one instance, outside compressor units were enclosed in soundproof sheds to satisfy neighbors.

G. Fixed Noise Sources

In areas outside industrial zones, permanent equipment has been the source of some noise complaints. The worst offenders are refrigeration units, air conditioning units, and pool pumps. Although the City currently requires roof-mounted equipment to be screened, there is no noise insulation requirement.

h. Short Term Noise Sources

Temporary activities such as construction, parades, concerts, tree removal, and outdoor sports events are major sources of annoying noise. The fact that they are short in duration ofter means that the operator gives even less thought to the resulting noise. Construction activities in particular often last for

several months and generate substantial numbers of complaints. Some are unavoidable, but new advances in muffling can reduce noise from jackhammers, portable compressors, and gennerators.

1. Interior Sources

A chronic complaint of many apartment dwellers is the amount of noise from adjacent units. These noises include voices, stereo equipment, and the vibrations from dishwashers and garbage disposal units. Noise between apartment units is transmitted either as airborne sound which passes through the walls or as vibration sound travelling along pipes or structural members of the building. Prior to 1973, the Building Codes had no requirements for sound insulation. In 1973, the City adopted sound transmission criteria that substantially reduces the amount of noise that can pass through walls and floors of apartment units.

3. Noise Contours

One way of describing the noise environment of the entire City is through a noise contour map. Similar to topographic contour maps, a noise contour map has lines which indicate areas of equal noise levels.

The noise contour map utilizes the day-night measurement scale (Ldn). For the range of values on the City's contour map, the CNEL and Ldn measurements are essentially the same and the actual reading would be within one decibel for either scale.

In order to prepare the existing noise contours, 60 sample measurements were taken at locations throughout the City. Using these measurements, the noise contours for the freeways, the traffic counts on local City streets, and the airport noise measurements, the noise contours throughout the City were estimated (see Existing Noise Contour Map).

The contours of future noise levels were developed through the association of noise levels with particular volumes of traffic. The basic source for the future noise levels was the City's projection of traffic volumes in 1990. It was assumed that the noise levels generated by the San Jose Airport would not change significantly between now and 1990. Increases in air traffic should be offset by the new, quieter jet engines (see 1990 Noise Contour Map).

The noise contour map presents very strongly the importance of traffic and the airport in determining the noise environment of the City. The quietest areas of the City are those furthest from major City streets. The noisiest areas are under the airport pattern and immediately adjacent to freeways.

4. Noise Sensitive Areas

In addition to uses which cause noise problems, there are uses that are particularly sensitive to noise. Sensitive uses include sleeping, convalescence and teaching, and the sensitive areas of the City are residential, educational, and medical.

NOISE LEVEL CONTOURS
PRESENT 1975

1975 NOISE CONTOURS

CONTOURS SHOWN ARE VALUES GIVEN IN DECIBELS FOR Ldn & CNEL.

NORTH

0 0.5 1 MILE


1990 NOISE CONTOURS
CONTOURS SHOWN ARE VALUES GIVEN IN DECIBELS FOR Ldn & CNEL
NORTH
0
0.5
1
MILE
NOISE LEVEL CONTOURS
FUTURE 1990
AIRPORT
RIVER
GUADALUPE
MONTAGUE
DE LA CRUZ
THE ALAMEDA
WASHINGTON
LAFAYETTE
CENTRAL EXPWY.
S.P.R.R.
MONROE
WINCHESTER
SCOTT
BLVD.
SAN TOMAS
EXPWY
SARATOGA
ASHLEY
BAYSHORE
SAN TOMAS CK.
GREAT AMERICA
CALABAZAS CK.
STATE 237
BOWERS
EL CAMINO REAL
KIELY
POMEROY
PRUNERIDGE
STEVENS CREEK
LAWRENCE EXPWY
HOMESTEAD
FWY. 280

Where a noise source and a highly sensitive area overlap, the potential for noise conflict is greatest. In Santa Clara, these areas are: (1) Agnews Hospital, the surrounding residences and elementary schools, all of which are under the airport flight path; (2) residential developments along the railroad lines and Lawrence and San Tomas Expressways; (3) the Mission Campus of the West Valley College; and (4) residential uses adjacent to industrial property.

In 1975, approximately 4300 residents were exposed to noise levels in excess of 65 CNEL. Seventy-four percent of these residents were impacted by San Jose Airport-generated noise. By 1990, 4900 residents are estimated to be exposed to 65 CNEL noise or greater, with most of the increase due to new development already approved under the airport flight pattern.

5. Methods of Reducing Noise Conflict

The perception of noise involves a source, a transmission phase, and a receiver. The sequence can be interrupted at any of the three points and the noise impacts reduced.

A noise source can be controlled through regulation such as a noise ordinance or through muffling techniques which reduce the amount of sound emitted.

The transmission phase can be interrupted through the creation of a buffer between the source and the receiver, such as a noise wall, earth embankment, or building.

The receiver can be protected from the noise impacts through insulation, building orientation, shielded areas, or the wearing of earplugs. Through zoning regulations and building design review, noise impact on the receiver can be minimized.

6. Noise Standards

In order to avoid the problem of having to judge noise simply on someone's complaint, noise standards must be established which reflect a City-wide judgment. Decisions can then be made based on whether a particular use is incompatible with the existing noise levels.

The U.S. Environmental Protection Agency has identified those noise levels which interfere with important human activities like sleeping and speech and the noise level which can result in permanent hearing damage. Studies have indicated that a noise environment of 40 Ldn will permit 100% hearing of speech. Since the typical house provides an outside to inside noise reduction of 15 dB, the maximum exterior noise level that doesn't interfere with speech is 55 Ldn.

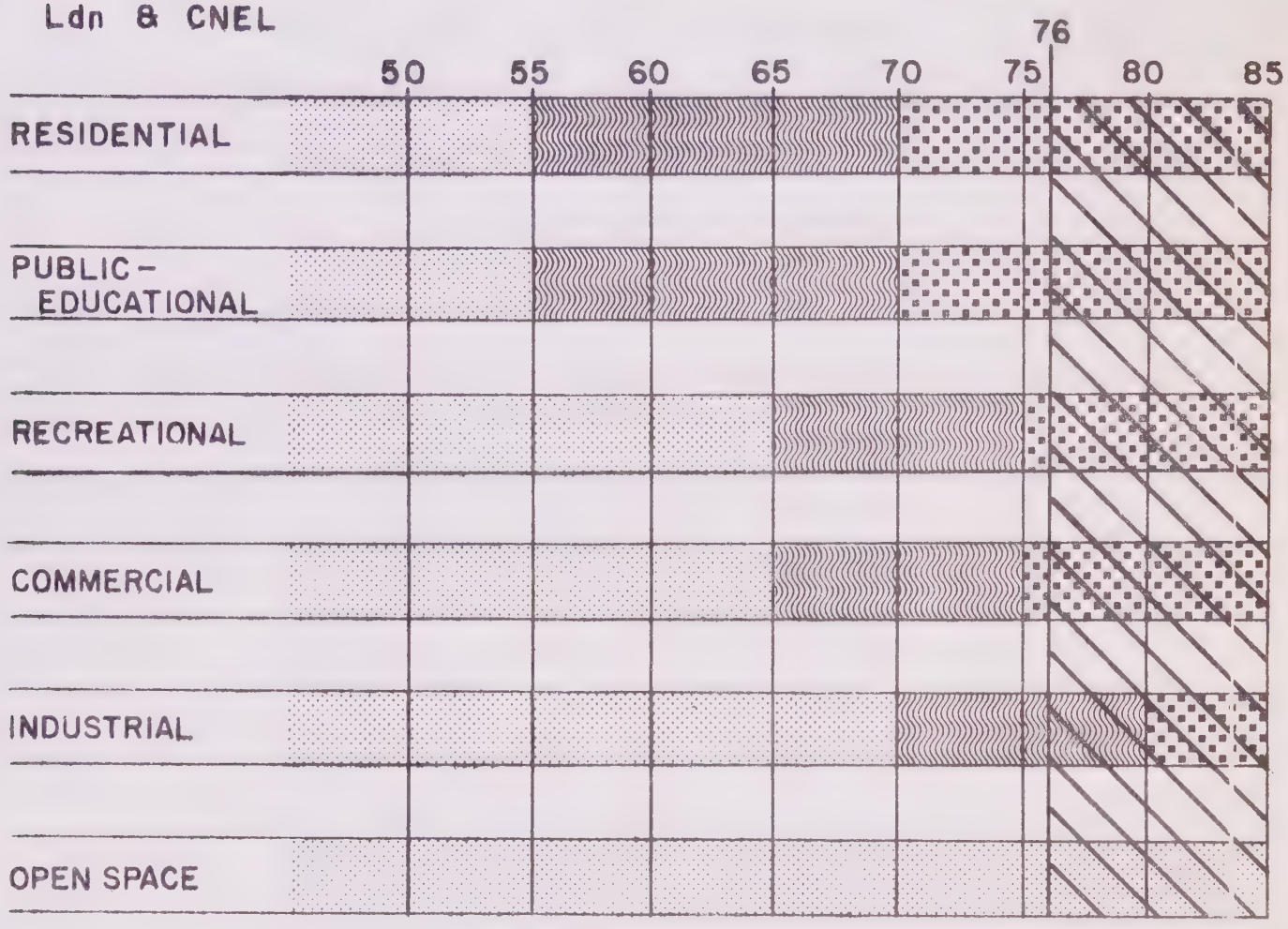
The indoor, evening noise level associated with 55 Ldn is 32 dB, which is "consistent with the limited available sleep criteria." (Environmental Protection Agency, Information on Levels of Environmental Noise..., March, 1974).

The noise criteria for protection against hearing loss is based on eight-hour, working day exposure converted to a year round,

day-night scale. The identified level is 76 Ldn. The existing noise contour map indicates four locations in the City where this critical level is reached; immediately under the airport pattern and adjacent to each of the three freeways.

With these two noise levels as a starting point, a Noise and Land Use Compatibility chart has been prepared as a guide for noise related decisions. Because many areas of the City currently exceed the standards, particularly residential and educational uses, the chart must be considered as an objective which the City should be working towards.

NOISE AND LAND USE COMPATIBILITY



COMPATIBLE.

REQUIRE DESIGN & INSULATION TO REDUCE NOISE LEVELS.

INCOMPATIBLE. AVOID LAND USE EXCEPT WHEN ENTIRELY INDOORS AND AN INTERIOR NOISE LEVEL OF 45 Ldn CAN BE MAINTAINED.

HEARING DAMAGE POSSIBLE WITH LONG TERM EXPOSURE

NOISE POLICIES

1. Reduce traffic noise by:
   a. Support of programs such as carpooling to minimize the use of automobiles.
   b. Concentration of through traffic on major arterials.
   c. Construction of noise barriers along freeways and expressways where adjacent to residences.

2. Review fixed guideway transit proposals with concern for potential noise impacts.

3. Support policies for the San Jose Airport that will reduce its noise impact on Santa Clara residents.

4. Within the San Jose Airport noise impact area, maintain residential neighborhoods as designated in the Land Use Element. Permit appropriate residential development in these neighborhoods subject to noise insulation and granting of avigation easements to the San Jose Airport.

5. Within the airport noise impact area, eliminate incompatible uses that are not designated in the Land Use Element.

6. Take advantage of improvements that reduce noise and are economically feasible when purchasing new City equipment.

7. Use the Existing Noise Contour Map to enforce the State noise insulation requirements for new multi-family housing.

8. Provide design criteria to reduce the noise impact of industrial and commercial uses adjacent to residential areas.

V-H SCENIC HIGHWAYS

Although the Junipero Serra Freeway is the only route through the City of Santa Clara that is included in the State's Scenic Highway Master Plan, a strong program is being carried out to provide an attractive view of the City from the major through routes.

Both the Junipero Serra and the Nimitz Freeways are landscaped along major portions and the Bayshore Freeway has planting around the interchanges. Santa Clara will also cooperate in meeting State standards for landscaping along the future Mountain View-Alviso Freeway.

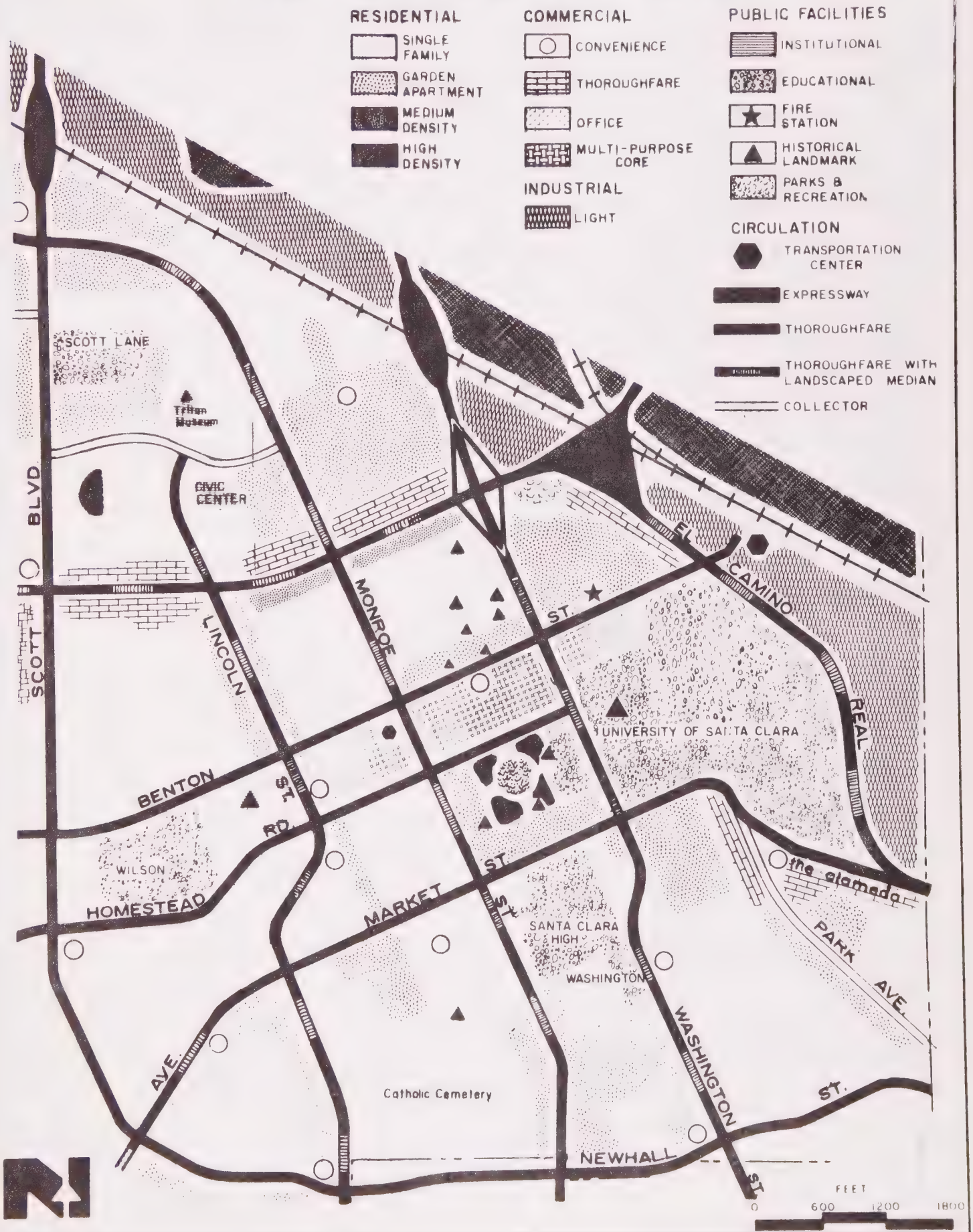
The County Expressway system has a staged program of cooperative landscaping whereby the County will maintain the planting put in by local jurisdictions. In some median strips where landscaping has not been started, wildflower seeds have been sown as a low cost treatment on an interim basis.

On local streets, Santa Clara has extensive landscaping along El Camino Real, Great America Parkway, Mission College Boulevard, Scott Boulevard, Tasman Drive, and Saratoga Avenue.

In order to improve the appearance of property beyond the street right-of-way, Santa Clara has adopted several zoning controls. The Zoning Ordinance has front yard and landscaping requirements for all zone districts. As a result, most streets in the City have at least 10' of landscaping along either side. An Architectural Control Committee also reviews the design of industrial, commercial and multiple residential developments to ensure basic standards of

appearance and planting quality.

THE OLD QUAD PLAN



V-I OLD QUAD DEVELOPMENT

I. Background

The "Old Quad" is an area of the City containing the original surveyor's quadrant of Santa Clara. The boundaries of the Old Quad, enclosing an area of approximately 170 square blocks, are: the Southern Pacific Railroad on the north; the Santa Clara City limits on the east; Bellomy Street and The Alameda on the south; and University Street, Pierce Street, and Scott Boulevard on the west.

Prior to World War II, the City's physical development was limited to the Old Quad. Within this area, along Franklin Street, was the historic downtown and activity center of Santa Clara.

The rapid growth of the Santa Clara Valley during the 1950's and 1960's led to the development of a regional shopping center on Stevens Creek Boulevard and strip commercial along El Camino Real. Increasing numbers of shoppers were drawn to these new commercial locations and away from the Franklin Street stores. In comparison with the newer areas of Santa Clara, the Old Quad has become disadvantaged. The percentage of retired, low income, and minority residents is significantly higher than for the whole City. Santa Clara responded to these conditions in several ways.

1. The 1960 General Plan identified the downtown as needing revitalization and permitted increased intensities of both residential and commercial uses.

2. The University Redevelopment Project, now called Town Center, was conceived to renew over twenty blocks in the downtown. Federal funding constraints limited this project to the clearance of eight blocks. A two-block shopping mall was built with a wide variety of one-of-a kind stores and services.

3. The difficulty of marketing the remaining Redevelopment land caused the City to initiate a comprehensive study of the whole Old Quad. The result was the adoption in 1970 of the Old Quad Development Plan. This plan reflected the continued desire of the City to create a strong central business district and surrounding higher density residential area. The creation of a visually prominent east-west activity core was the essential element of the Old Quad Development Plan. The core was to be reinforced by surrounding medium and high density housing. Linking the various elements of the plan together was a pedestrian-oriented circulation system.

The continued efforts of the Town Center Redevelopment Project and the Old Quad Development Plan have not been able to overcome continuing commercial development in surrounding suburban areas. Furtheremore, applications for the development of high density housing have met with increasing public resistance. Many residents of the Old Quad are opposed to such a drastic change in their neighborhood and wish to retain the historically and architecturally significant homes in the area.

The current Old Quad Plan contains policies for preserving much

of the existing attractive character of the area while, at the same time, pursuing those policies that will maximize the social and economic potential of the City's core area.

2. The Old Quad Plan

a. Residential Land Use

Although a major goal of the Old Quad Plan is to preserve and enhance single family areas, it also permits higher intensity residential, commercial, and mixed uses where appropriate. There is a long term demand for more housing in Santa Clara and the Old Quad can accommodate some of this demand.

The designated residential areas are:

i. Single Family Preservation Areas

Renovation and preservation of existing single family homes is the major concern. New development will be carefully reviewed to ensure compatibility with surrounding single family homes.

ii. Garden Apartments

This category of medium-low density residential use (10-24 units per acre) permits two-story, walk-up apartments with substantial landscaping. Single family attached units such as townhouses and duplexes are also appropriate housing within this classification. It is anticipated that garden apartment units will comprise the bulk of new housing in the Old Quad.

iii. Medium Denisty

Medium density residential uses with a density of 25-36 units

per net acre will normally be three to four-story elevator apartments.

iv. High Density

This category contains medium- and high-rise residential developments in excess of 36 dwelling units per acre. High density housing will be permitted only in areas with compatible adjacent uses and where visual focus is desired.

b. Commercial Land Use

The current plan proposes commercial uses suitable for meeting the retail needs of the Old Quad residents, plus limited and special purpose uses that can serve City-wide needs. Emphasis will be placed on pedestrian orientation and convenience in the Old Quad area.

i. Thoroughfare Commercial

Within the Old Quad, automobile-oriented commercial uses currently exist along El Camino Real and in the area immediately south of the University along The Alameda. The Old Quad Plan proposes that these commercial uses be retained in their present locations. Following rerouting of El Camino Real, it is proposed that additional thoroughfare commercial development be located along the road's new alignment north of Benton Street.

ii. Offices

The major concentrations of office space will be located in the multi-purpose core and west of the Civic Center.

iii. Light Industrial

The Plan allows for some industry between the Southern Pacific Railroad and El Camino Real reroute.

iv. Multi-Purpose Core

The Old Quad Plan proposes that a pedestrian-oriented multi-purpose core be developed along Franklin Street. The Town Center Project site is included in this core.

It is the plan's intent that the multi-purpose core provide a concentration of retail, office, and public uses. The elements of the core will be linked by a landscaped pedestrian mall on which auto traffic is prohibited. First floor occupants should be shops and services which open to the mall and create an active, interesting atmosphere.

The multi-purpose core would allow for a closer mixing of uses than permitted elsewhere in the City. For example, residential use above compatible commercial uses would be possible.

Generally speaking, most high intensity land uses in the multi-purpose core would be in the Town Center Project site. The remaining areas of the multi-purpose core will contain retail shops, restaurants, and medium density housing.

c. Circulation

The major streets of the Old Quad as designated in this plan, will carry the bulk of the through traffic. Other streets are needed only for access to adjacent properties. By encouraging this distinction between street functions, traffic on non-major streets

can be reduced and residential livability increased.

The proposed rerouting of El Camino Real will emphasize its role as the major traffic carrier through the area. Other arterials will be widened to the plan lines when traffic volumes warrant.

Minor residential streets will be de-emphasized for through traffic. De-emphasis will allow, with owner and resident concurrence, narrowed pavement and increased landscaping with malls, commons, and pedestrian pathways. In blocks of land use transition, right-of-way from excess street width could be used to promote assemblage of larger parcels.

The concentration in the Old Quad of elderly residents and others without access to automobiles makes public transportation essential to the area. Currently, the County Transit bus system provides service to the Old Quad. Five routes stop at Franklin Mall, making it an important transfer point. As the bus system expands, a terminal facility can be developed near the Mall. One possibility would be acquisition of the old bank building for a transfer station for the bus network. The passengers using the terminal would also be a source of patronage for the Mall. Exclusive bus lanes or even streets will be considered to facilitate effective transit service.

In order to compete with the automobile in travel time, some of the transit will have to be developed on separate rights-of-way. The existing Southern Pacific Railroad serving the Peninsula is a possible alignment for rapid transit. The plan proposes that a

transportation center be established at the end of Benton Street between the new El Camino Real and the railroad. This site would be accessible to the railroad, to transit using the rail right-of-way, to busses and cars using El Camino Real, and to the east-west pedestrian axis. Sufficient space can be made available for a large parking area, as well.

d. Design

The basic design policy for the Old Quad has been to promote Mission style architecture on public, commercial, and multiple family buildings. This policy has been quite successful and the Mission motifs of tile roofs, stucco walls, and dark wood trim, have become prevalent in the area.

With the renewed emphasis on preserving the existing housing, however, some conflict has arisen. The Mission style is not fully compatible with the Victorian and Bungalow styles of most older homes. These homes have shingle roofs with gables, wooden siding, and a variety of colors, all of which contrast with red tile roofs and white stucco.

It is important that new development in the preservation areas be compatible. The Architectural Control Committee must be aware of adjacent properties and promote design features that will harmonize rather than conflict.

Although the single family preservation areas include many historic homes, a number of significant structures are located elsewhere in

the Old Quad. Through the historic zone district, Santa Clara permits limited commercial uses in historic residential structures to encourage their preservation. The large old homes on the north side of Benton are excellent candidates for this zoning and, hopefully, can be maintained rather than torn down.

The existing scale and character of the Old Quad is conducive to walking. This plan capitalizes on this orientation and proposes pedestrian paths to link major activity areas and points of interest. Paths can range from a standard sidewalk to a meandering sidewalk adjacent to a narrowed street to an exclusively pedestrian mall. The major path would be in the multi-purpose core extending from the Monastery on the west to the transportation center at the railroad. Other connections would be made among the Senior Citizens' Center, Liberty Tower, University of Santa Clara, and Santa Clara High School.

One of the attractive features of the Old Quad is the large trees lining some streets. The visual effect and shade created by these trees is crucial to the area's character. Large trees should be planted throughout the Old Quad and used to delineate major streets and pedestrian areas.

Trees can also highlight the entry points to the Old Quad. Landscaping at the intersection of El Camino Real and Lincoln and the future joining of El Camino Real and The Alameda will create a distinctive identity for the area, just as the Saratoga Avenue median has for that entry.

The Old Quad will increase its capacity as a total environmental entity with a wide range of residential, civic, cultural, recreational, and business facilities. Development will be at an intimate pedestrian scale and of high aesthetic quality throughout with a dominance of large trees, shaded walks, and well maintained older buildings.

OLD QUAD DEVELOPMENT POLICIES

1. Enhance the distinctive character of the Old Quad, emphasizing historic preservation, pedestrian orientation, architectural quality and a lively commercial center.

2. Retain designated single family areas through preservation and rehabilitation of existing homes. Insure that new construction in said areas is compatible with adjacent single family use.

3. Permit medium density housing in transition areas subject to architectural review for compatibility with adjacent structures.

4. Develop a commercial core of mixed uses oriented around a pedestrian mall. Ground floor space should emphasize retail, specialty, office, and service uses with office uses on upper stories.

5. Accommodate through traffic on designated major streets.

6. Improve the liveability of minor residential streets by planting trees and emphasizing their pedestrian function.

V-J HISTORIC PRESERVATION

Santa Clara is rich in historic and cultural resources. Within the City, relics from the four major eras of California history have been found: Indian, Spanish, Mexican, and American. Evidence of the Ohlone Indian occupation is scarce since they did not construct permanent buildings. The major remains are burial grounds and rubbish mounds of shells, bones, and rocks, usually located adjacent to streams. Construction excavation revealed two sites along the Guadalupe River in Santa Clara.

From the Spanish era, 1542-1822, Santa Clara has the early Mission sites, the route of El Camino Real, and the Women's Club adobe.

The Mexican period lasted from 1822 to 1848 and included the fifth reconstruction of the Mission and the Berryessa Adobe.

Most of the remaining historical structures date from the American era, beginning in 1849.

The Old Quad area of the City has examples of most architectural styles of the late nineteenth and early twentieth centuries: Greek Revival, Gothic Revival, Italianate, Stick, Queen Anne, Colonial Revival, Mission Revival, Bungalow, and Craftsman. Individually, there are many fine examples of these styles, but the real significance of the area rests in the concept of the Old Quad as a neighborhood. The Old Quad is a strong visual reminder of the self-contained community formally laid out in a grid pattern in

1866; as such, it stands in contrast to the modern tract and commercial development of most of the Santa Clara Valley.

1. Benefits of Historic Preservation

Until recently, most of the public looked on the preservation of historic buildings as a museum project. Today, old buildings are still recognized for their historical and architectural significance, but also for their contributions to the identity, diversity, and economic welfare of communities.

Since World War II the settlement pattern of the Santa Clara Valley has undergone rapid change. Decentralization, suburban sprawl, and the growth of regional shopping centers have reduced downtowns and led many residents to question where one city ends and another begins. The historic buildings of Santa Clara highlight this City's unique heritage and enable residents to better understand its identity through these links with the past.

Old buildings also give diversity to the urban design of the City. Their human scale and unique qualities contrast sharply with modern construction. People have begun to appreciate that new is not always better than old, and a mixture of age and styles has much to offer.

Economic viability is one of the newer benefits of preserving old buildings. Because of rising costs, rehabilitation is often cheaper than new construction and can be accomplished in a much shorter time period. The public's new appreciation of older

architectural styles has permitted new adaptive uses for old buildings: restaurants, office space, and shops that make use of the distinctive features of older buildings. Tax incentives for historic properties have been changed to benefit owners of residential and commercial buildings. In the private sector, older buildings often provide rental space at a lower cost than new structures, and in doing so, benefit small and starter businesses.

2. What's Been Done in Santa Clara

Within the last ten years, owner occupants of several Victorians have invested considerable effort and money in restoration. The value of these homes and the Old Quad area where most are located has increased significantly. A complete block face has been rehabilitated on Harrison Street. A Queen Anne Cottage on Franklin Street has been rehabilitated wiht the owners relocating a similar historic house next door. On Washington Street, an attorney has renovated a Victorian for office use on the ground floor with his residence above. Throughout the Old Quad, private preservation activities are underway, with improvements ranging from paint jobs to major rehabilitation efforts.

In response to direct citizen involvement, General Plan densities in the Old Quad have been reduced to better preserve the existing character of the area. Because of this interest in saving old buildings and in sustaining single family neighborhoods in the area, the City has increased its emphasis on Historic Preservation.

The City Council created an Historical and Landmarks Commission with responsibility for researching significant sites, placing historical markers, and designating street names.

Article 39 of the Zoning Ordinance created a Special Architectural Control Area in the Old Quad with established design criteria and a review process for proposed exterior alterations. In addition, the City has adopted Article 29, the HT--Historic Combining zone district. This district is intended to preserve historic, architectural, and cultural landmarks that represent important elements of the City's past and contribute to the community's identity and educational resources. The HT designation establishes architectural review and demolition restrictions for structures, and allows historically significant residential structures to be used for limited commercial purposes.

The most effective preservation activity is the City's Neighborhood Improvement program which has provided money and labor for the conservation of some of the City's older homes.

These City programs, in conjunction with private preservation activities, have contributed to a revitalization of the Old Quad and a stronger identity for Santa Clara.

3. The Need for a Survey

The historic preservation process usually begins with a survey of sites and structures which establishes the amount, type, and location of historic resources. The survey data is used to back up recom-

mendations and guide policymakers in decisions affecting historic resources. The publication of an historic survey can lead to an increased understanding among citizens of the importance of historic resources and may serve as an incentive to local residents to get involved in their own preservation activities. Some of the survey groundwork for Santa Clara has already begun.

a. The State of California, under the impetus of the Historic Preservation Act of 1966, has published a preliminary Inventory of Historic Features as Volume 2 of the "California History Plan" (August, 1973). This listing contains 3,000 entries out of an expected 50,000 in the complete State Inventory. Five features in Santa Clara are listed as California Historical Landmarks:

    Adobe Indian Dwelling

    Armistice Oak Tree

    El Camino Real

    First Site of Mission Santa Clara de Assis

    Site of Mission Santa Clara de Assis

b. In addition to these five, 15 other landmarks appear in the City's General Plan. They are as follows:

Arguello Apartments	1085 Santa Clara Street
Berryessa Adobe	373 Jefferson Street
Carmelite Monastery	1000 Lincoln Street
Field House	1051 Harrison Street
Senator Franck House	1179 Washington Street

Hickborn House	1091 Fremont Street
Landrum House	1217 Santa Clara Street
Lick Estate	Lick Mill Road
McCloskey Houses	743 Franklin Street
Morgan House	1380 Lincoln Street
Morse Mansion	981 Fremont Street
Robinson House	1184 Washington Street
Russow-Walsh House	810 Washington Street
Dr. Saxe's Home & Office	1045 Benton Street
Dr. Warburton's Home & Office	714 Main Street

c. Santa Clara County published its Heritage Resource Inventory in October of 1975. Fifty of the City's historically significant sites and structures are identified

d. A more detailed investigation of architecutral styles was compiled by Thomas Bishop in "An Architectural Survey of the Original Quadrant of the City of Santa Clara" (August, 1974).

These preliminary inventories give an indication of the possibilities for historic preservation in Santa Clara, but they represent only a portion of what is potentially worth saving in the community. A more comprehensive survey is needed to develop an adequate preservation plan.

4. Other Needs

The Architectural Control Committee empowered by Article 39 has been able to monitor proposed changes in the Old Quad, but a greater

sensitivity to historic resources must be developed. In some cases, Mission style architecture does not conform to the styles of surrounding structures. Appropriate design criteria should be added to insure that new buildings are not intrusive.

The City should explore the variety of preservation activities and funding sources that are available. In addition, residents and businesses should be encouraged to restore, rehabilitate, and maintain historic buildings whenever possible. Finally, the residents of Santa Clara must realize the responsibility for historic preservation rests with the community.

HISTORIC PRESERVATION POLICIES

1. Identify and seek formal recognition of historically or architecturally significant properties.

2. Adopt an expanded design criteria for the Old Quad that is sensitive to existing Victorian and Craftsman style architecture.

3. Encourage homeowners to restore, rehabilitate, and maintain historic properties.

4. Encourage businesses to find new uses for historic structures as an alternative to demolition.

VI. Implementation
A. Precise Plans

VI-A PRECISE PLANS

Precise plans detail the design of functional elements within the General Plan and are used as the basis for estimating costs, priorities, and scheduling in the Capital Improvements Program. The precise plans are not considered to be final or inflexible; rather, they represent a more specific view of how the General Plan may be used in controlling and holding to a high standard, the City's development.

The first set of precise plans for Santa Clara were developed in conjunction with the original General Plan in 1960. Since that time, the plans have been maintained by the City departments in charge of the respective functions. Present plans include: 1) Streets and Highways; 2) Water; 3) Sanitary Sewers; 4) Storm Drainage; 5) Electrical; 6) Street Lighting; 7) Fire Protection; and 8) Parks and Recreation.

Vi-B CAPITAL IMPROVEMENT PROGRAM

One of the most decisive tools for effectuating the General Plan is the Capital Improvement Program which determines the schedule for construction of public facilities. The Program establishes a priority list of needed improvements such as streets, sewers, parks; estimates construction costs; identifies finance sources and schedules project developments over the next five years. The Program is updated yearly to account for changes in needs and revenues.

The Capital Improvement Program also provides a summary for the City Council and public of where municipal expenditures for facilities are being spent, both in terms of function and area.

The Planning Commission must submit an annual report to the City Council regarding the Capital Improvement Program. The report shall review each project for its conformity to the General Plan, review the program as a whole in order to suggest an improvement in economy or efficiency, and suggest needed improvements which do not appear in the program.

VI-C REGULATIONS

1. Zoning Ordinance

The Zoning Ordinance governs the use of the land within the City. It determines the type of use, the density of living or working population, the general arrangement of buildings, and the necessary facilities, such as off-street parking, driveways, and signs. The Zoning Map gives legal definition to the land uses provided for in the General Plan.

The basic intent of the Zoning Ordinance is:

a. To promote the public health, safety, peace, morals, comfort, and general welfare; and

b. To conserve the values of property, protect the character and stability of various land uses, and to promote the orderly and beneficial development of such areas.

The present Ordinance underwent extensive revision in 1969 and has operated successfully since then. Several new sections have been added to accommodate unanticipated situations: conversion of apartments to condominiums, preservation of historic structures, and regional commercial developments.

2. Subdivision Regulations

These regulations determine the standards for the division of land. Subdivision regulations set the requirements for street and utility

improvements by the developer, drainage patterns , and the reservation of school and park sites. The parcel buyer is thus assured that his property is properly served by utilities and access.

3. Official Plan Lines

Plan lines are adopted by the City Council in accordance with the Streets and Highways plan. These plan lines establish building setback and right-of-way on major streets, thus reserving needed area for future acquisition and widening.

4. Environmental Review

The requirements of the California Environmental Quality Act enable the City to review development proposals for their effects on the environment. Environmental Impact Reports are prepared for major projects which allow the City to evaluate them and possible alternatives in relation to the policies of the General Plan.

5. Building and Housing Codes

Insuring that the buildings in the City meet basic safety and health standards is the purpose of the Building and Housing Codes. The Building Code establishes the construction, plumbing, and electrical specifications for new development and is enforced through plan checking and on-site inspection.

The Housing Code is utilized to prevent residences from deteriorating or becoming a health hazard. The Housing Inspectors can require repairs or authorize condemnation of dilapidated structures.

As new situations arise, the City has enough flexibility to respond with appropriate measures. As an example, a business license team comprised of the Business License Administrator and staff from the Planning, Building, and Fire Departments makes on-site inspections of all new businesses to ensure that they meet City standards. This technique maximizes uniformity and consistency in enforcement and simplifies procedures for both the owner and the City.

VII. Appendices

VII-A CALIFORNIA ENVIRONMENTAL QUALITY ACT REQUIREMENTS

The Guidelines for the California Environmental Quality Act (CEQA) permit the requirement of an Environmental Impact Report (EIR) on a City's General Plan to be incorporated into the Plan. Such a combination eliminates duplication between the EIR and elements of the Plan and ensures that environmental considerations are an integral part of the planning process.

The following index locates where the EIR sections are found in the General Plan.

ENVIRONMENTAL IMPACT REPORT INDEX

EIR Section	G.P. Section
Project Description	
Objectives	Purpose
Description	Summary, Goals, & Policies
Location	Background
Site Plan	Land Use Map
Environmental Setting and Impacts	
Regional Setting	Background
Natural/Physical Setting	
Hydrological	Open Space, Recreation & Conservation
Geological	Seismic & Safety
Biotic	Open Space, Recreation & Conservation
Atmospheric	Open Space, Recreation & Conservation
Acoustic	Noise
Visual	Land Use, Old Quad

EIR Section	G.P. Section
Cultural/Socio-Economic Setting	
Land Use	Land Use, Old Quad
Public Services	Public Facilities
Public Utilities	Public Facilities
Transportation	Circulation
Economic	Assessment
Population & Housing	Assessment, Housing
Historical/Archeological	Historical Preservation
Alternatives	Land Use
Short Term Uses/ Long Term Productivity	Open Space, Recreation & Conservation
Irreversible Changes	Open Space, Recreation & Conservation
Growth Inducing Impact	Assessment
References	Bibliography

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VII. Appendices

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